



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

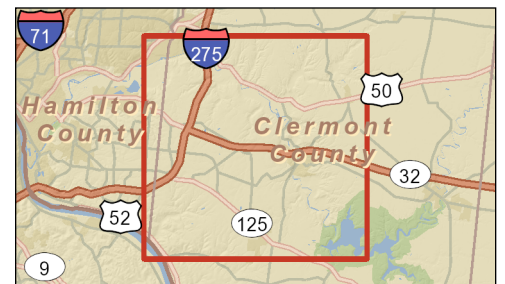
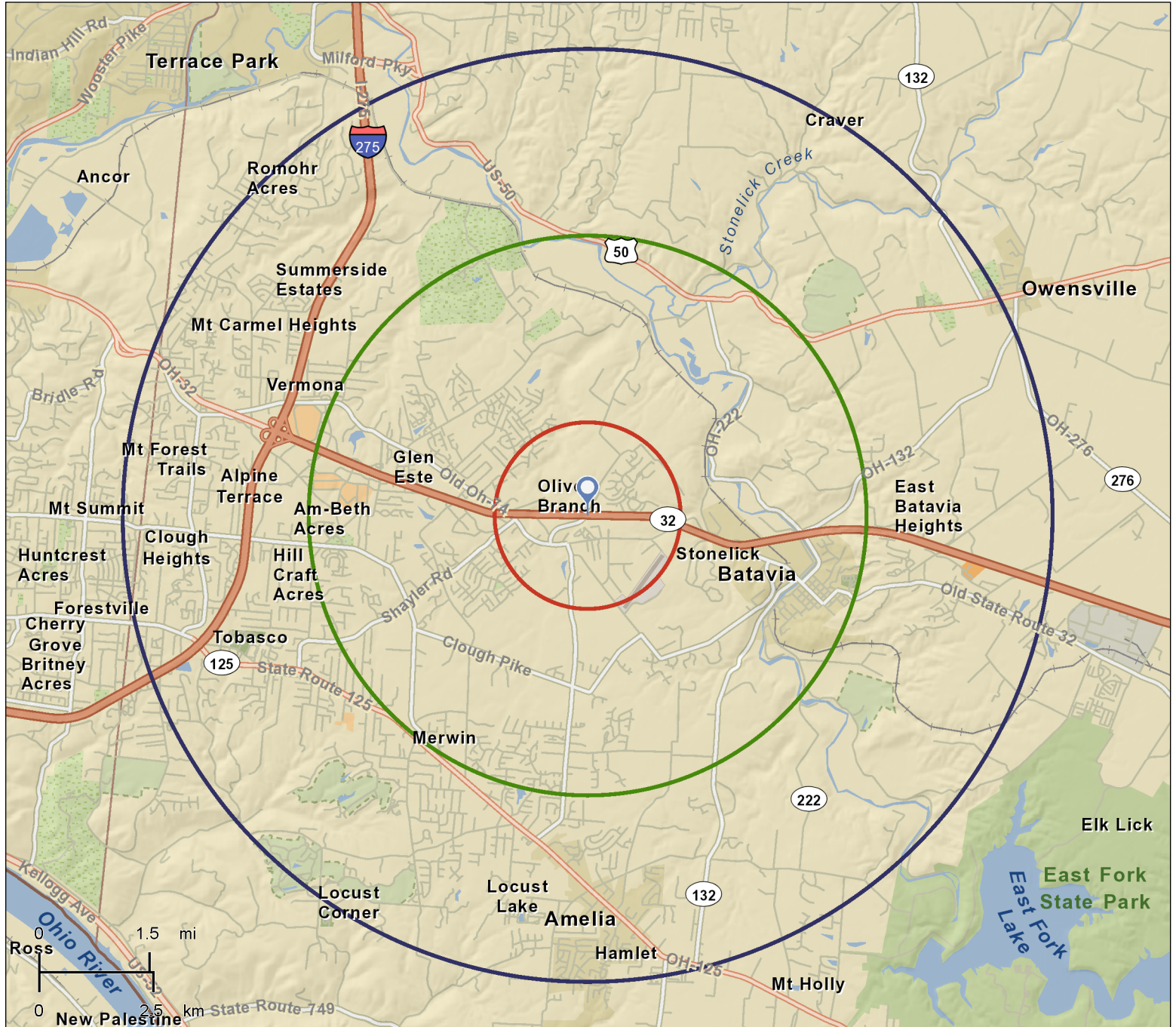
Site Map

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

www.clermontcountyohio.biz

Latitude: 39.08851

Longitude: -84.22155



April 19, 2013

Made with Esri Business Analyst



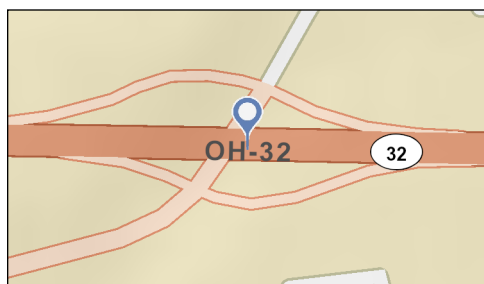
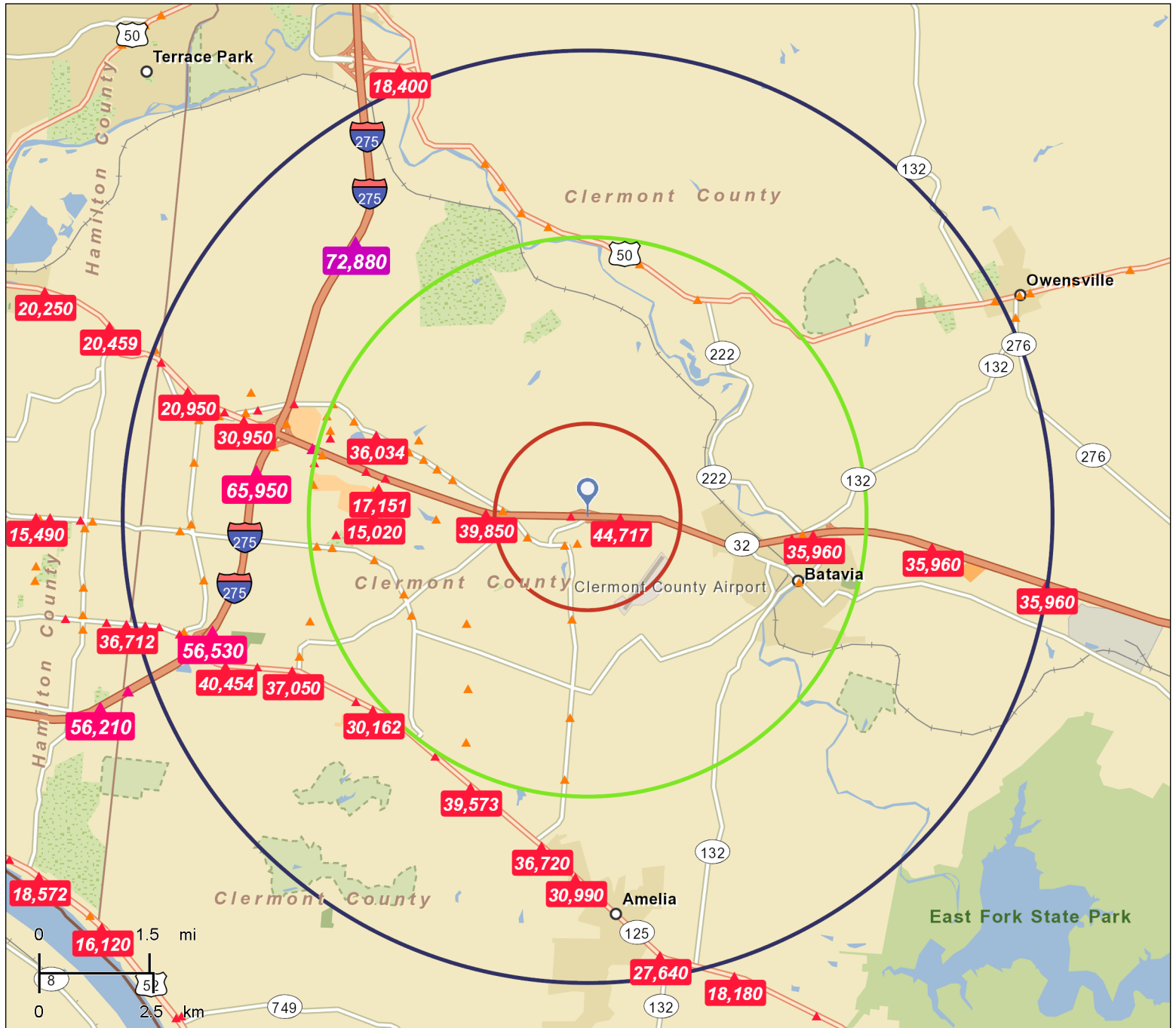
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Traffic Count Map

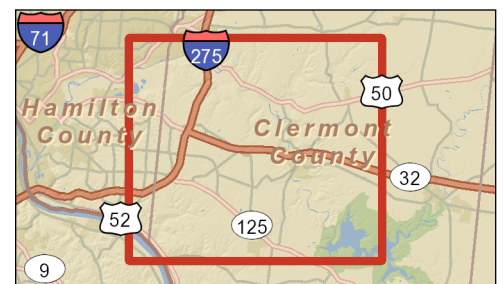
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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

April 19, 2013



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Market Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

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Latitude: 39.08851
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,269	24,141	64,745
2010 Total Population	2,897	28,558	74,702
2012 Total Population	2,953	28,967	75,720
2012 Group Quarters	153	565	749
2017 Total Population	3,061	29,825	77,898
2012-2017 Annual Rate	0.72%	0.59%	0.57%
Household Summary			
2000 Households	776	8,952	25,012
2000 Average Household Size	2.72	2.63	2.56
2010 Households	1,064	10,844	29,223
2010 Average Household Size	2.58	2.58	2.53
2012 Households	1,089	10,995	29,552
2012 Average Household Size	2.57	2.58	2.54
2017 Households	1,150	11,477	30,719
2017 Average Household Size	2.53	2.55	2.51
2012-2017 Annual Rate	1.11%	0.86%	0.78%
2010 Families	792	7,526	20,072
2010 Average Family Size	2.96	3.06	3.02
2012 Families	809	7,594	20,221
2012 Average Family Size	2.95	3.06	3.03
2017 Families	848	7,821	20,764
2017 Average Family Size	2.91	3.05	3.02
2012-2017 Annual Rate	0.95%	0.59%	0.53%
Housing Unit Summary			
2000 Housing Units	835	9,349	26,237
Owner Occupied Housing Units	58.2%	61.9%	62.3%
Renter Occupied Housing Units	34.7%	33.8%	33.0%
Vacant Housing Units	7.1%	4.2%	4.7%
2010 Housing Units	1,168	11,670	31,423
Owner Occupied Housing Units	62.6%	61.0%	62.7%
Renter Occupied Housing Units	28.5%	31.9%	30.3%
Vacant Housing Units	8.9%	7.1%	7.0%
2012 Housing Units	1,194	11,798	31,670
Owner Occupied Housing Units	62.3%	60.0%	61.8%
Renter Occupied Housing Units	28.9%	33.2%	31.5%
Vacant Housing Units	8.8%	6.8%	6.7%
2017 Housing Units	1,251	12,196	32,611
Owner Occupied Housing Units	64.5%	61.0%	63.2%
Renter Occupied Housing Units	27.5%	33.2%	31.0%
Vacant Housing Units	8.1%	5.9%	5.8%
Median Household Income			
2012	\$57,090	\$53,319	\$53,221
2017	\$64,219	\$59,275	\$59,560
Median Home Value			
2012	\$181,515	\$157,330	\$150,784
2017	\$194,079	\$172,535	\$167,165
Per Capita Income			
2012	\$28,868	\$26,192	\$26,603
2017	\$33,080	\$29,377	\$29,740
Median Age			
2010	34.8	35.0	36.3
2012	35.2	35.1	36.5
2017	36.0	35.6	36.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2012 Households by Income			
Household Income Base	1,089	10,995	29,552
<\$15,000	12.0%	9.7%	9.6%
\$15,000 - \$24,999	9.1%	10.9%	10.6%
\$25,000 - \$34,999	7.9%	8.6%	9.1%
\$35,000 - \$49,999	12.7%	16.2%	16.3%
\$50,000 - \$74,999	21.8%	23.3%	22.4%
\$75,000 - \$99,999	13.2%	13.7%	13.0%
\$100,000 - \$149,999	10.6%	11.2%	12.4%
\$150,000 - \$199,999	6.3%	3.9%	4.1%
\$200,000+	6.3%	2.6%	2.3%
Average Household Income	\$78,682	\$67,303	\$67,525
2017 Households by Income			
Household Income Base	1,150	11,477	30,719
<\$15,000	10.9%	9.0%	8.8%
\$15,000 - \$24,999	6.4%	7.9%	7.7%
\$25,000 - \$34,999	5.4%	7.0%	6.9%
\$35,000 - \$49,999	10.2%	13.0%	13.4%
\$50,000 - \$74,999	25.5%	26.8%	26.4%
\$75,000 - \$99,999	16.4%	16.7%	16.0%
\$100,000 - \$149,999	11.4%	12.4%	13.6%
\$150,000 - \$199,999	7.0%	4.4%	4.6%
\$200,000+	6.8%	2.8%	2.5%
Average Household Income	\$89,817	\$74,646	\$74,778
2012 Owner Occupied Housing Units by Value			
Total	744	7,068	19,563
<\$50,000	1.5%	1.5%	1.6%
\$50,000 - \$99,999	10.1%	13.4%	13.1%
\$100,000 - \$149,999	23.0%	31.2%	34.9%
\$150,000 - \$199,999	24.6%	26.7%	24.6%
\$200,000 - \$249,999	21.1%	15.6%	12.1%
\$250,000 - \$299,999	9.9%	6.5%	6.4%
\$300,000 - \$399,999	6.9%	3.7%	5.1%
\$400,000 - \$499,999	1.9%	0.8%	1.4%
\$500,000 - \$749,999	0.8%	0.5%	0.6%
\$750,000 - \$999,999	0.3%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$194,716	\$169,909	\$171,175
2017 Owner Occupied Housing Units by Value			
Total	807	7,428	20,587
<\$50,000	0.6%	0.6%	0.7%
\$50,000 - \$99,999	5.6%	8.2%	8.2%
\$100,000 - \$149,999	18.3%	26.5%	30.5%
\$150,000 - \$199,999	28.9%	32.6%	30.9%
\$200,000 - \$249,999	26.4%	19.7%	15.5%
\$250,000 - \$299,999	10.3%	6.9%	6.7%
\$300,000 - \$399,999	6.9%	3.9%	5.1%
\$400,000 - \$499,999	1.9%	0.9%	1.5%
\$500,000 - \$749,999	0.7%	0.6%	0.7%
\$750,000 - \$999,999	0.2%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$206,230	\$182,123	\$182,297

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,897	28,558	74,702
0 - 4	9.1%	8.0%	7.6%
5 - 9	7.9%	7.3%	7.1%
10 - 14	6.6%	6.6%	6.5%
15 - 24	12.7%	13.9%	12.9%
25 - 34	14.1%	14.3%	14.2%
35 - 44	13.7%	14.2%	13.9%
45 - 54	14.5%	15.0%	15.1%
55 - 64	11.6%	11.0%	12.0%
65 - 74	5.8%	5.7%	6.3%
75 - 84	3.1%	3.0%	3.3%
85 +	1.0%	1.1%	1.1%
18 +	73.0%	74.3%	75.0%
2012 Population by Age			
Total	2,954	28,969	75,722
0 - 4	9.0%	7.9%	7.5%
5 - 9	7.8%	7.2%	7.0%
10 - 14	6.4%	6.5%	6.4%
15 - 24	12.4%	13.7%	12.7%
25 - 34	14.2%	14.6%	14.4%
35 - 44	13.3%	13.8%	13.5%
45 - 54	14.2%	14.5%	14.7%
55 - 64	12.3%	11.5%	12.5%
65 - 74	6.3%	6.1%	6.7%
75 - 84	3.2%	3.0%	3.3%
85 +	1.0%	1.2%	1.2%
18 +	73.5%	74.8%	75.4%
2017 Population by Age			
Total	3,062	29,826	77,900
0 - 4	8.9%	7.9%	7.5%
5 - 9	7.6%	7.1%	6.9%
10 - 14	6.4%	6.5%	6.5%
15 - 24	11.6%	12.9%	11.9%
25 - 34	14.2%	14.7%	14.6%
35 - 44	13.0%	13.5%	13.1%
45 - 54	13.2%	13.5%	13.6%
55 - 64	13.0%	12.0%	13.1%
65 - 74	7.6%	7.4%	8.1%
75 - 84	3.5%	3.2%	3.5%
85 +	1.1%	1.3%	1.2%
18 +	73.9%	75.1%	75.7%
2010 Population by Sex			
Males	1,410	13,988	36,539
Females	1,487	14,570	38,163
2012 Population by Sex			
Males	1,442	14,231	37,135
Females	1,511	14,735	38,585
2017 Population by Sex			
Males	1,499	14,682	38,246
Females	1,562	15,144	39,652

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,899	28,556	74,703
White Alone	94.2%	94.3%	94.9%
Black Alone	2.0%	1.8%	1.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	2.1%	1.7%	1.5%
Hispanic Origin	1.3%	1.5%	1.7%
Diversity Index	13.4	13.6	12.7
2012 Population by Race/Ethnicity			
Total	2,953	28,966	75,721
White Alone	93.4%	93.5%	94.2%
Black Alone	2.7%	2.5%	2.0%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.4%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.6%
Two or More Races	2.1%	1.7%	1.5%
Hispanic Origin	1.6%	1.8%	1.9%
Diversity Index	15.4	15.6	14.5
2017 Population by Race/Ethnicity			
Total	3,062	29,824	77,896
White Alone	91.1%	91.1%	92.2%
Black Alone	4.6%	4.3%	3.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.6%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.8%
Two or More Races	2.1%	1.8%	1.6%
Hispanic Origin	2.1%	2.4%	2.6%
Diversity Index	20.1	20.7	19.2
2010 Population by Relationship and Household Type			
Total	2,897	28,558	74,702
In Households	94.7%	98.0%	99.0%
In Family Households	83.1%	83.0%	83.5%
Householder	26.7%	26.5%	26.9%
Spouse	19.6%	19.8%	20.4%
Child	32.6%	32.1%	31.6%
Other relative	2.1%	2.3%	2.4%
Nonrelative	2.2%	2.3%	2.2%
In Nonfamily Households	11.6%	15.0%	15.5%
In Group Quarters	5.3%	2.0%	1.0%
Institutionalized Population	4.5%	1.5%	0.8%
Noninstitutionalized Population	0.8%	0.5%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,064	10,844	29,222
Households with 1 Person	20.7%	23.6%	24.6%
Households with 2+ People	79.3%	76.4%	75.4%
Family Households	74.4%	69.4%	68.7%
Husband-wife Families	54.8%	51.9%	52.1%
With Related Children	24.1%	24.1%	23.6%
Other Family (No Spouse Present)	19.6%	17.5%	16.6%
Other Family with Male Householder	4.2%	4.7%	4.9%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	15.4%	12.8%	11.7%
With Related Children	11.8%	8.8%	7.7%
Nonfamily Households	4.9%	7.0%	6.7%
All Households with Children	39.5%	36.7%	35.0%
Multigenerational Households	3.1%	3.3%	3.2%
Unmarried Partner Households	7.2%	8.5%	8.1%
Male-female	6.9%	8.0%	7.5%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	1,064	10,845	29,223
1 Person Household	20.7%	23.6%	24.6%
2 Person Household	35.7%	34.6%	34.7%
3 Person Household	18.9%	17.8%	17.3%
4 Person Household	15.1%	14.8%	14.3%
5 Person Household	6.5%	6.2%	5.9%
6 Person Household	2.0%	2.0%	2.1%
7 + Person Household	1.1%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,064	10,844	29,223
Owner Occupied	68.7%	65.7%	67.5%
Owned with a Mortgage/Loan	55.2%	54.0%	54.9%
Owned Free and Clear	13.5%	11.6%	12.6%
Renter Occupied	31.3%	34.3%	32.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

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Summary	Census 2010	2012	2017				
Population	2,897	2,953	3,061				
Households	1,064	1,089	1,150				
Families	792	809	848				
Average Household Size	2.58	2.57	2.53				
Owner Occupied Housing Units	731	744	807				
Renter Occupied Housing Units	333	345	344				
Median Age	34.8	35.2	36.0				
Trends: 2012 - 2017 Annual Rate	Area	State	National				
Population	0.72%	0.14%	0.68%				
Households	1.10%	0.28%	0.74%				
Families	0.95%	0.07%	0.72%				
Owner HHs	1.64%	0.48%	0.91%				
Median Household Income	2.38%	3.19%	2.55%				
Households by Income	2012		2017				
	Number	Percent	Number	Percent			
	<\$15,000	131	12.0%	125	10.9%		
	\$15,000 - \$24,999	99	9.1%	74	6.4%		
	\$25,000 - \$34,999	86	7.9%	62	5.4%		
	\$35,000 - \$49,999	138	12.7%	117	10.2%		
	\$50,000 - \$74,999	237	21.8%	293	25.5%		
	\$75,000 - \$99,999	144	13.2%	189	16.4%		
	\$100,000 - \$149,999	115	10.6%	131	11.4%		
	\$150,000 - \$199,999	69	6.3%	81	7.0%		
\$200,000+	69	6.3%	78	6.8%			
Median Household Income	\$57,090		\$64,219				
Average Household Income	\$78,682		\$89,817				
Per Capita Income	\$28,868		\$33,080				
Population by Age	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	263	9.1%	265	9.0%	272	8.9%
	5 - 9	229	7.9%	230	7.8%	234	7.6%
	10 - 14	190	6.6%	189	6.4%	196	6.4%
	15 - 19	164	5.7%	158	5.3%	156	5.1%
	20 - 24	203	7.0%	208	7.0%	198	6.5%
	25 - 34	409	14.1%	420	14.2%	434	14.2%
	35 - 44	397	13.7%	393	13.3%	397	13.0%
	45 - 54	421	14.5%	418	14.2%	403	13.2%
	55 - 64	335	11.6%	362	12.3%	398	13.0%
	65 - 74	168	5.8%	185	6.3%	234	7.6%
	75 - 84	90	3.1%	95	3.2%	106	3.5%
	85+	29	1.0%	31	1.0%	34	1.1%
	Race and Ethnicity	Census 2010		2012		2017	
Number		Percent	Number	Percent	Number	Percent	
White Alone		2,730	94.2%	2,758	93.4%	2,789	91.1%
Black Alone		57	2.0%	79	2.7%	142	4.6%
American Indian Alone		5	0.2%	5	0.2%	6	0.2%
Asian Alone		38	1.3%	41	1.4%	49	1.6%
Pacific Islander Alone		1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone		7	0.2%	8	0.3%	10	0.3%
Two or More Races		61	2.1%	61	2.1%	65	2.1%
Hispanic Origin (Any Race)		38	1.3%	47	1.6%	65	2.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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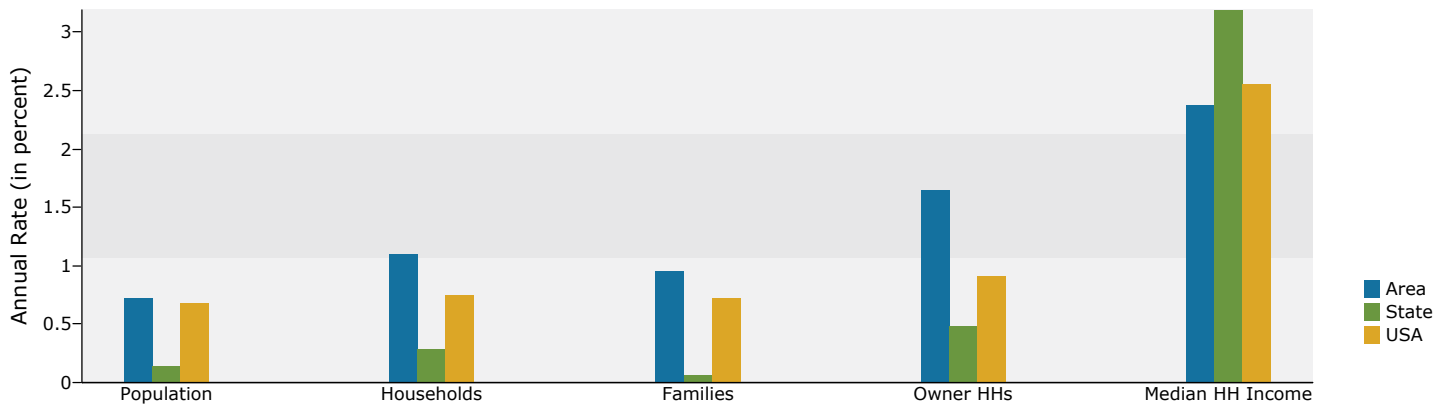
Demographic and Income Profile

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Ring: 1 mile radius

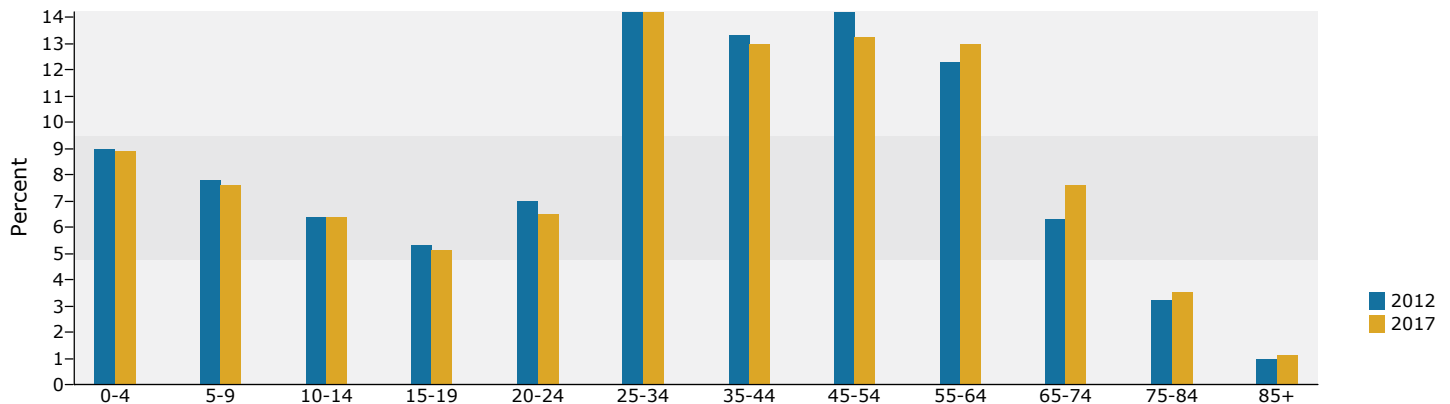
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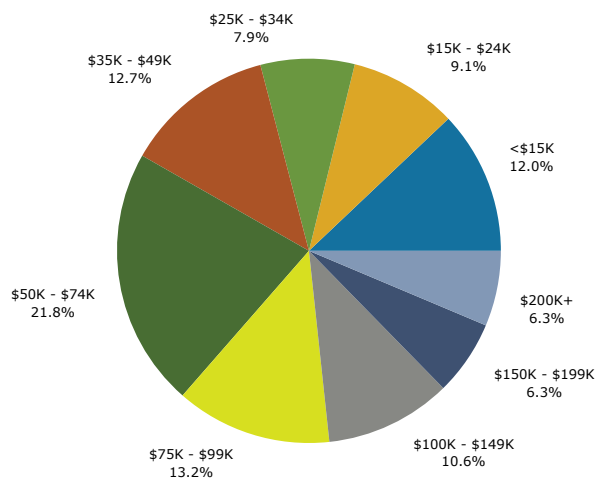
Trends 2012-2017



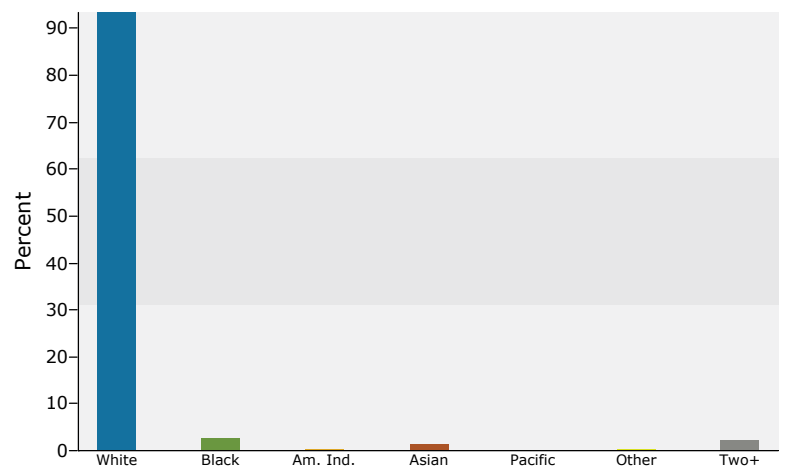
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Longitude: -84.22155

Summary	Census 2010		2012		2017	
Population	28,558		28,967		29,825	
Households	10,844		10,995		11,477	
Families	7,526		7,594		7,821	
Average Household Size	2.58		2.58		2.55	
Owner Occupied Housing Units	7,120		7,075		7,434	
Renter Occupied Housing Units	3,724		3,920		4,043	
Median Age	35.0		35.1		35.6	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	0.59%		0.14%		0.68%	
Households	0.86%		0.28%		0.74%	
Families	0.59%		0.07%		0.72%	
Owner HHs	0.99%		0.48%		0.91%	
Median Household Income	2.14%		3.19%		2.55%	
Households by Income	2012		2017			
	Number	Percent	Number	Percent		
<\$15,000	1,067	9.7%	1,033	9.0%		
\$15,000 - \$24,999	1,202	10.9%	901	7.9%		
\$25,000 - \$34,999	943	8.6%	807	7.0%		
\$35,000 - \$49,999	1,780	16.2%	1,497	13.0%		
\$50,000 - \$74,999	2,559	23.3%	3,078	26.8%		
\$75,000 - \$99,999	1,501	13.7%	1,918	16.7%		
\$100,000 - \$149,999	1,234	11.2%	1,418	12.4%		
\$150,000 - \$199,999	426	3.9%	507	4.4%		
\$200,000+	284	2.6%	319	2.8%		
Median Household Income	\$53,319		\$59,275			
Average Household Income	\$67,303		\$74,646			
Per Capita Income	\$26,192		\$29,377			
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,281	8.0%	2,302	7.9%	2,366	7.9%
5 - 9	2,079	7.3%	2,081	7.2%	2,115	7.1%
10 - 14	1,883	6.6%	1,872	6.5%	1,932	6.5%
15 - 19	1,814	6.4%	1,748	6.0%	1,715	5.8%
20 - 24	2,147	7.5%	2,231	7.7%	2,146	7.2%
25 - 34	4,093	14.3%	4,221	14.6%	4,398	14.7%
35 - 44	4,048	14.2%	3,989	13.8%	4,016	13.5%
45 - 54	4,278	15.0%	4,213	14.5%	4,025	13.5%
55 - 64	3,132	11.0%	3,328	11.5%	3,588	12.0%
65 - 74	1,631	5.7%	1,770	6.1%	2,201	7.4%
75 - 84	849	3.0%	869	3.0%	949	3.2%
85+	323	1.1%	345	1.2%	375	1.3%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	26,931	94.3%	27,070	93.5%	27,175	91.1%
Black Alone	511	1.8%	719	2.5%	1,288	4.3%
American Indian Alone	69	0.2%	73	0.3%	82	0.3%
Asian Alone	430	1.5%	463	1.6%	551	1.8%
Pacific Islander Alone	6	0.0%	7	0.0%	11	0.0%
Some Other Race Alone	114	0.4%	131	0.5%	177	0.6%
Two or More Races	495	1.7%	503	1.7%	540	1.8%
Hispanic Origin (Any Race)	427	1.5%	509	1.8%	715	2.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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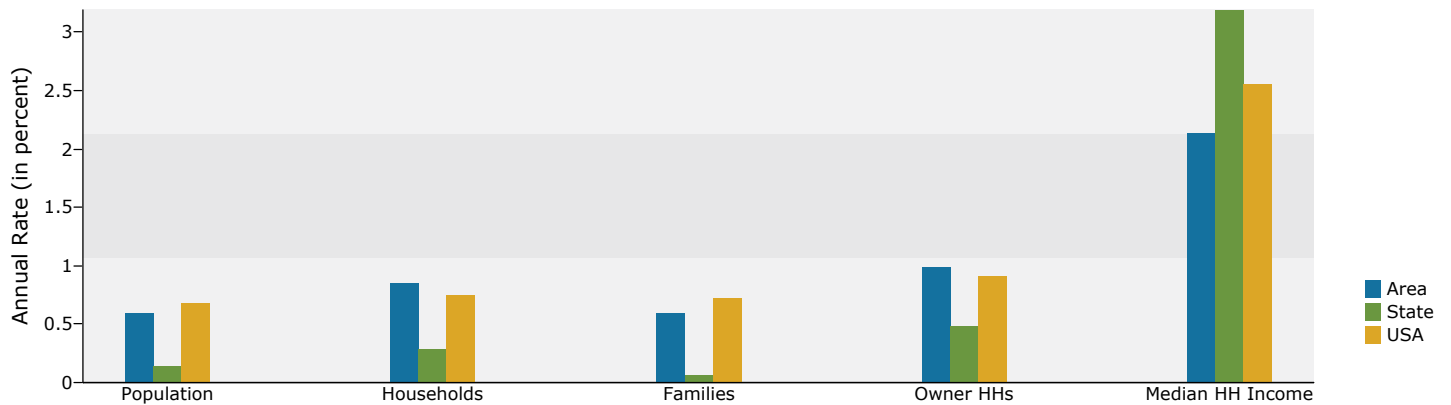
Demographic and Income Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

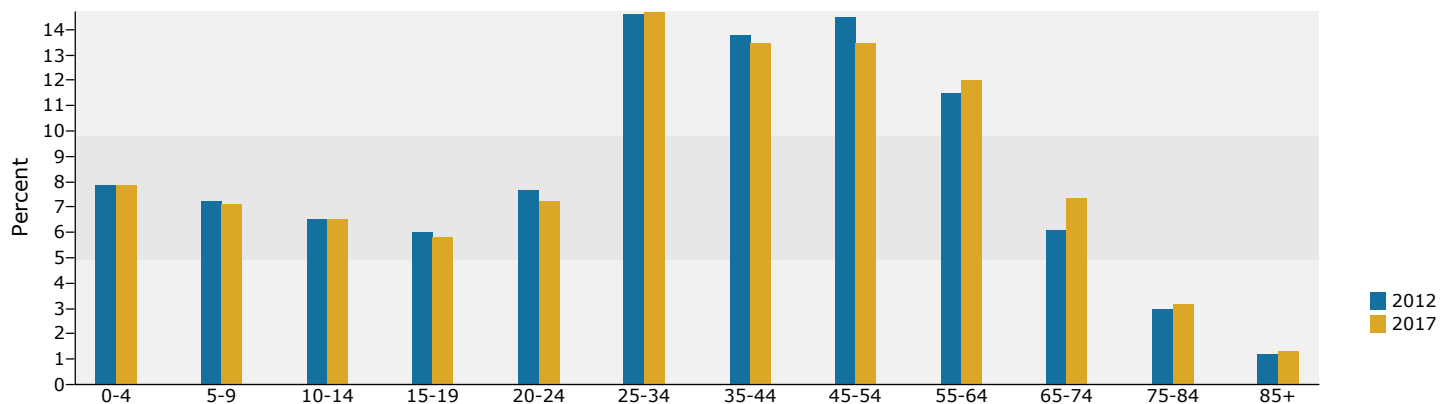
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Latitude: 39.08851
Longitude: -84.22155

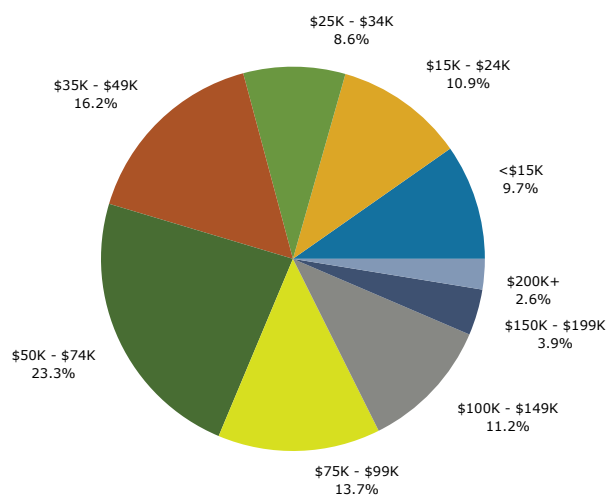
Trends 2012-2017



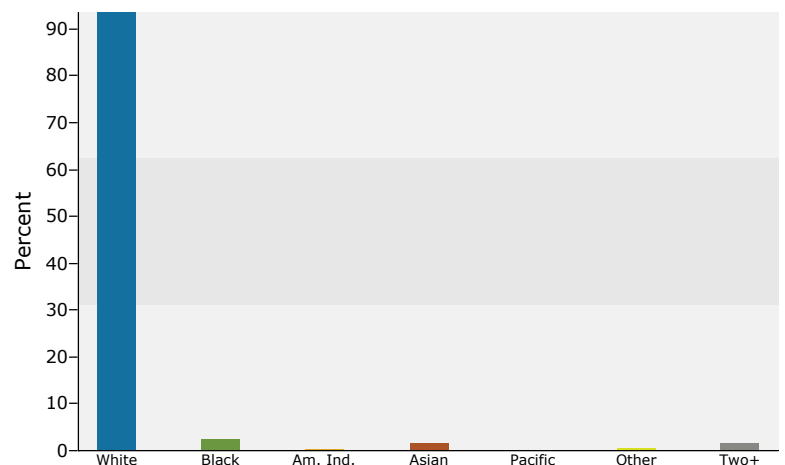
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Summary	Census 2010		2012		2017	
Population	74,702		75,720		77,898	
Households	29,223		29,552		30,719	
Families	20,072		20,221		20,764	
Average Household Size	2.53		2.54		2.51	
Owner Occupied Housing Units	19,717		19,572		20,596	
Renter Occupied Housing Units	9,506		9,980		10,122	
Median Age	36.3		36.5		36.9	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	0.57%		0.14%		0.68%	
Households	0.78%		0.28%		0.74%	
Families	0.53%		0.07%		0.72%	
Owner HHs	1.03%		0.48%		0.91%	
Median Household Income	2.28%		3.19%		2.55%	
Households by Income	2012		2017			
	Number	Percent	Number	Percent		
<\$15,000	2,845	9.6%	2,699	8.8%		
\$15,000 - \$24,999	3,143	10.6%	2,377	7.7%		
\$25,000 - \$34,999	2,700	9.1%	2,114	6.9%		
\$35,000 - \$49,999	4,822	16.3%	4,127	13.4%		
\$50,000 - \$74,999	6,634	22.4%	8,111	26.4%		
\$75,000 - \$99,999	3,840	13.0%	4,918	16.0%		
\$100,000 - \$149,999	3,666	12.4%	4,190	13.6%		
\$150,000 - \$199,999	1,207	4.1%	1,412	4.6%		
\$200,000+	694	2.3%	770	2.5%		
Median Household Income	\$53,221		\$59,560			
Average Household Income	\$67,525		\$74,778			
Per Capita Income	\$26,603		\$29,740			
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,647	7.6%	5,687	7.5%	5,833	7.5%
5 - 9	5,288	7.1%	5,306	7.0%	5,405	6.9%
10 - 14	4,886	6.5%	4,865	6.4%	5,026	6.5%
15 - 19	4,686	6.3%	4,515	6.0%	4,420	5.7%
20 - 24	4,958	6.6%	5,124	6.8%	4,879	6.3%
25 - 34	10,616	14.2%	10,937	14.4%	11,357	14.6%
35 - 44	10,347	13.9%	10,192	13.5%	10,233	13.1%
45 - 54	11,301	15.1%	11,109	14.7%	10,564	13.6%
55 - 64	8,956	12.0%	9,489	12.5%	10,197	13.1%
65 - 74	4,696	6.3%	5,086	6.7%	6,286	8.1%
75 - 84	2,488	3.3%	2,525	3.3%	2,735	3.5%
85+	833	1.1%	887	1.2%	965	1.2%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	70,930	94.9%	71,348	94.2%	71,836	92.2%
Black Alone	1,059	1.4%	1,483	2.0%	2,658	3.4%
American Indian Alone	165	0.2%	176	0.2%	199	0.3%
Asian Alone	993	1.3%	1,071	1.4%	1,275	1.6%
Pacific Islander Alone	17	0.0%	20	0.0%	31	0.0%
Some Other Race Alone	394	0.5%	457	0.6%	630	0.8%
Two or More Races	1,145	1.5%	1,166	1.5%	1,267	1.6%
Hispanic Origin (Any Race)	1,235	1.7%	1,464	1.9%	2,060	2.6%

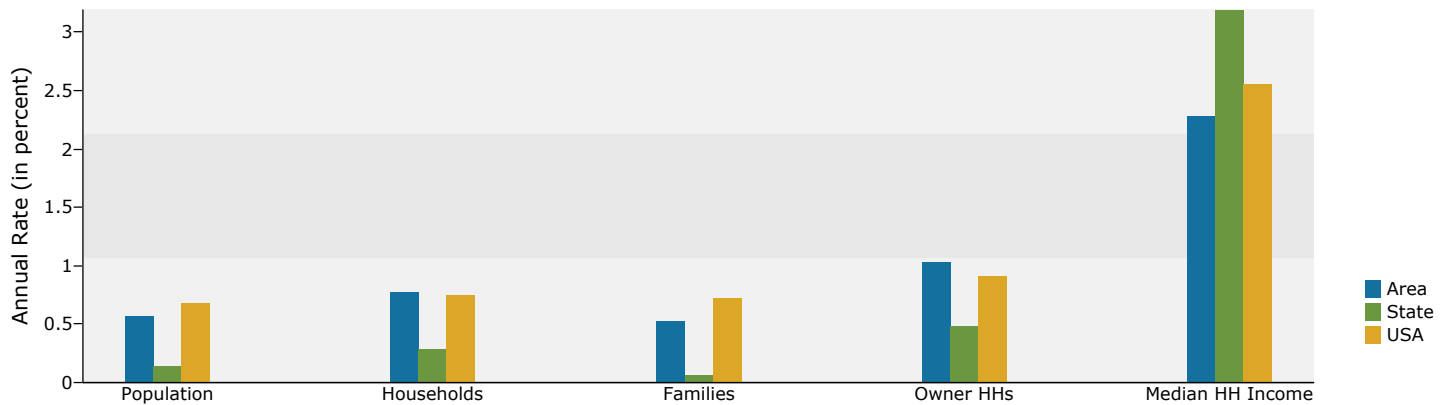
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

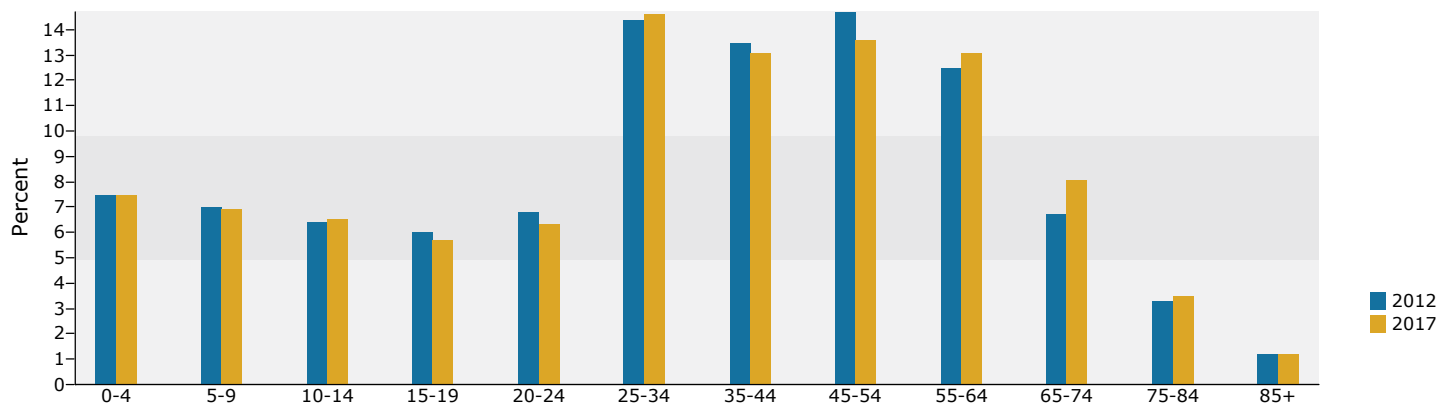
April 19, 2013

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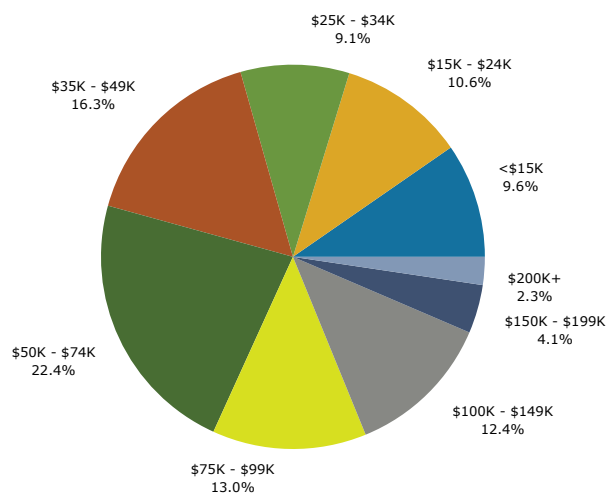
Trends 2012-2017



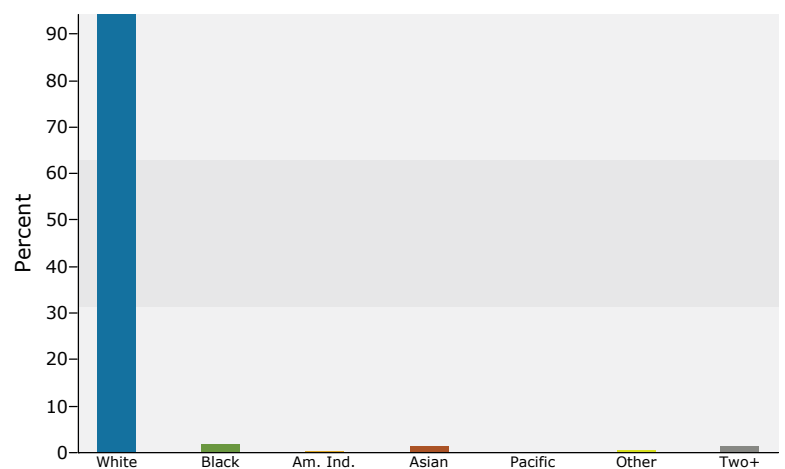
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.9%



Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz
Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2010 Population	2,630
2010 Households	948
2010 Median Disposable Income	\$51,038
2010 Per Capita Income	\$27,721

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$28,184,439	\$10,030,626	\$18,153,813	47.5	3
Total Retail Trade	44-45	\$24,044,381	\$9,428,341	\$14,616,040	43.7	2
Total Food & Drink	722	\$4,140,058	\$602,285	\$3,537,774	74.6	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,759,466	\$585,904	\$5,173,562	81.5	0
Automobile Dealers	4411	\$4,890,026	\$482,250	\$4,407,776	82.0	0
Other Motor Vehicle Dealers	4412	\$417,108	\$88,341	\$328,767	65.0	0
Auto Parts, Accessories & Tire Stores	4413	\$452,332	\$15,313	\$437,019	93.5	0
Furniture & Home Furnishings Stores	442	\$410,765	\$56,893	\$353,872	75.7	0
Furniture Stores	4421	\$213,573	\$0	\$213,573	100.0	0
Home Furnishings Stores	4422	\$197,192	\$56,893	\$140,298	55.2	0
Electronics & Appliance Stores	4431	\$1,012,089	\$151,994	\$860,095	73.9	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$925,159	\$64,974	\$860,185	86.9	0
Bldg Material & Supplies Dealers	4441	\$874,266	\$55,625	\$818,641	88.0	0
Lawn & Garden Equip & Supply Stores	4442	\$50,893	\$9,349	\$41,544	69.0	0
Food & Beverage Stores	445	\$4,225,665	\$110,481	\$4,115,184	94.9	0
Grocery Stores	4451	\$4,048,903	\$39,589	\$4,009,314	98.1	0
Specialty Food Stores	4452	\$60,241	\$5,136	\$55,105	84.3	0
Beer, Wine & Liquor Stores	4453	\$116,522	\$65,756	\$50,765	27.9	0
Health & Personal Care Stores	446,4461	\$475,694	\$0	\$475,694	100.0	0
Gasoline Stations	447,4471	\$3,952,375	\$493,464	\$3,458,911	77.8	0
Clothing & Clothing Accessories Stores	448	\$701,712	\$12,829	\$688,883	96.4	0
Clothing Stores	4481	\$510,055	\$7,399	\$502,656	97.1	0
Shoe Stores	4482	\$112,072	\$5,430	\$106,642	90.8	0
Jewelry, Luggage & Leather Goods Stores	4483	\$79,584	\$0	\$79,584	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$114,220	\$475	\$113,745	99.2	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$87,900	\$475	\$87,425	98.9	0
Book, Periodical & Music Stores	4512	\$26,320	\$0	\$26,320	100.0	0
General Merchandise Stores	452	\$3,940,581	\$545,922	\$3,394,659	75.7	0
Department Stores Excluding Leased Depts.	4521	\$1,702,245	\$0	\$1,702,245	100.0	0
Other General Merchandise Stores	4529	\$2,238,336	\$545,922	\$1,692,414	60.8	0
Miscellaneous Store Retailers	453	\$334,457	\$629,353	-\$294,895	-30.6	1
Florists	4531	\$18,947	\$448	\$18,499	95.4	0
Office Supplies, Stationery & Gift Stores	4532	\$115,261	\$593,584	-\$478,323	-67.5	0
Used Merchandise Stores	4533	\$7,916	\$6,495	\$1,421	9.9	0
Other Miscellaneous Store Retailers	4539	\$192,333	\$28,826	\$163,507	73.9	0
Nonstore Retailers	454	\$2,192,197	\$6,776,053	-\$4,583,855	-51.1	0
Electronic Shopping & Mail-Order Houses	4541	\$2,080,285	\$6,776,053	-\$4,695,768	-53.0	0
Vending Machine Operators	4542	\$3,152	\$0	\$3,152	100.0	0
Direct Selling Establishments	4543	\$108,760	\$0	\$108,760	100.0	0
Food Services & Drinking Places	722	\$4,140,058	\$602,285	\$3,537,774	74.6	1
Full-Service Restaurants	7221	\$1,471,656	\$140,294	\$1,331,362	82.6	0
Limited-Service Eating Places	7222	\$2,304,240	\$311,948	\$1,992,293	76.2	0
Special Food Services	7223	\$289,431	\$148,222	\$141,209	32.3	0
Drinking Places - Alcoholic Beverages	7224	\$74,731	\$1,821	\$72,910	95.2	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

April 19, 2013

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Retail MarketPlace Profile

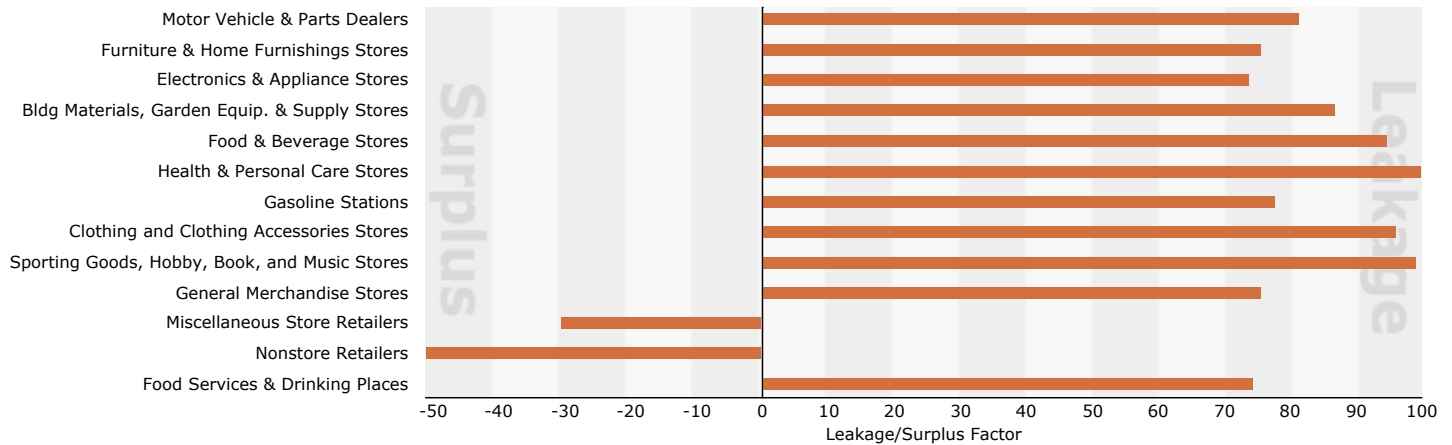
SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

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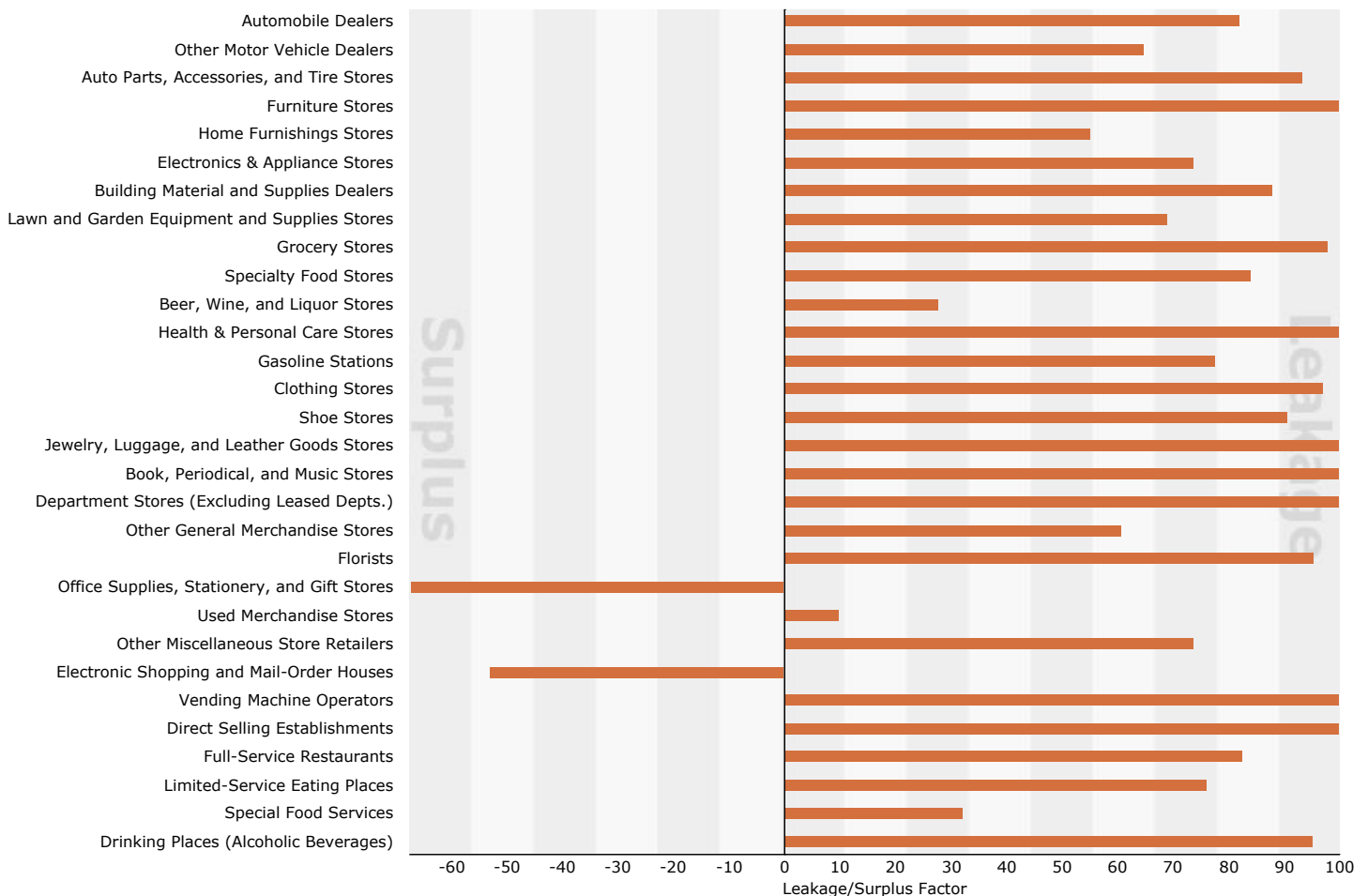
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Longitude: -84.22155

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 19, 2013

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Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz
Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2010 Population	28,893
2010 Households	10,908
2010 Median Disposable Income	\$51,013
2010 Per Capita Income	\$28,358

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$303,146,295	\$520,674,661	-\$217,528,367	-26.4	274
Total Retail Trade	44-45	\$258,770,805	\$452,836,533	-\$194,065,728	-27.3	198
Total Food & Drink	722	\$44,375,489	\$67,838,128	-\$23,462,639	-20.9	76
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,435,523	\$86,357,136	-\$23,921,613	-16.1	21
Automobile Dealers	4411	\$53,259,423	\$63,932,229	-\$10,672,806	-9.1	10
Other Motor Vehicle Dealers	4412	\$4,388,016	\$19,253,789	-\$14,865,773	-62.9	6
Auto Parts, Accessories & Tire Stores	4413	\$4,788,085	\$3,171,119	\$1,616,966	20.3	5
Furniture & Home Furnishings Stores	442	\$4,318,403	\$17,468,594	-\$13,150,190	-60.4	12
Furniture Stores	4421	\$2,255,972	\$14,971,838	-\$12,715,867	-73.8	8
Home Furnishings Stores	4422	\$2,062,432	\$2,496,755	-\$434,323	-9.5	4
Electronics & Appliance Stores	4431	\$10,876,955	\$9,268,867	\$1,608,088	8.0	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,611,407	\$4,695,918	\$4,915,489	34.4	15
Bldg Material & Supplies Dealers	4441	\$9,080,062	\$4,190,044	\$4,890,018	36.8	11
Lawn & Garden Equip & Supply Stores	4442	\$531,345	\$505,874	\$25,471	2.5	4
Food & Beverage Stores	445	\$45,387,246	\$99,600,333	-\$54,213,087	-37.4	18
Grocery Stores	4451	\$43,501,803	\$95,911,786	-\$52,409,983	-37.6	12
Specialty Food Stores	4452	\$646,467	\$629,240	\$17,227	1.4	3
Beer, Wine & Liquor Stores	4453	\$1,238,976	\$3,059,307	-\$1,820,331	-42.4	3
Health & Personal Care Stores	446,4461	\$5,050,929	\$8,815,690	-\$3,764,761	-27.1	14
Gasoline Stations	447,4471	\$43,127,843	\$29,118,537	\$14,009,306	19.4	8
Clothing & Clothing Accessories Stores	448	\$7,507,525	\$20,852,510	-\$13,344,984	-47.1	42
Clothing Stores	4481	\$5,454,877	\$15,961,459	-\$10,506,582	-49.1	26
Shoe Stores	4482	\$1,211,603	\$2,463,166	-\$1,251,563	-34.1	8
Jewelry, Luggage & Leather Goods Stores	4483	\$841,045	\$2,427,885	-\$1,586,840	-48.5	7
Sporting Goods, Hobby, Book & Music Stores	451	\$1,229,842	\$6,972,664	-\$5,742,822	-70.0	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$947,759	\$3,623,959	-\$2,676,200	-58.5	11
Book, Periodical & Music Stores	4512	\$282,084	\$3,348,705	-\$3,066,622	-84.5	3
General Merchandise Stores	452	\$42,273,621	\$86,160,403	-\$43,886,782	-34.2	10
Department Stores Excluding Leased Depts.	4521	\$18,257,039	\$39,385,135	-\$21,128,096	-36.7	5
Other General Merchandise Stores	4529	\$24,016,582	\$46,775,268	-\$22,758,686	-32.1	5
Miscellaneous Store Retailers	453	\$3,574,618	\$10,170,152	-\$6,595,535	-48.0	27
Florists	4531	\$197,225	\$193,004	\$4,221	1.1	4
Office Supplies, Stationery & Gift Stores	4532	\$1,216,751	\$8,034,241	-\$6,817,490	-73.7	11
Used Merchandise Stores	4533	\$84,652	\$169,090	-\$84,438	-33.3	3
Other Miscellaneous Store Retailers	4539	\$2,075,990	\$1,773,818	\$302,172	7.8	9
Nonstore Retailers	454	\$23,376,892	\$73,355,729	-\$49,978,837	-51.7	5
Electronic Shopping & Mail-Order Houses	4541	\$22,220,180	\$73,270,245	-\$51,050,064	-53.5	4
Vending Machine Operators	4542	\$33,854	\$85,485	-\$51,631	-43.3	1
Direct Selling Establishments	4543	\$1,122,858	\$0	\$1,122,858	100.0	0
Food Services & Drinking Places	722	\$44,375,489	\$67,838,128	-\$23,462,639	-20.9	76
Full-Service Restaurants	7221	\$15,706,986	\$22,567,483	-\$6,860,497	-17.9	36
Limited-Service Eating Places	7222	\$24,750,239	\$43,185,456	-\$18,435,217	-27.1	37
Special Food Services	7223	\$3,110,428	\$1,844,543	\$1,265,885	25.5	1
Drinking Places - Alcoholic Beverages	7224	\$807,836	\$240,646	\$567,190	54.1	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

April 19, 2013

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Retail MarketPlace Profile

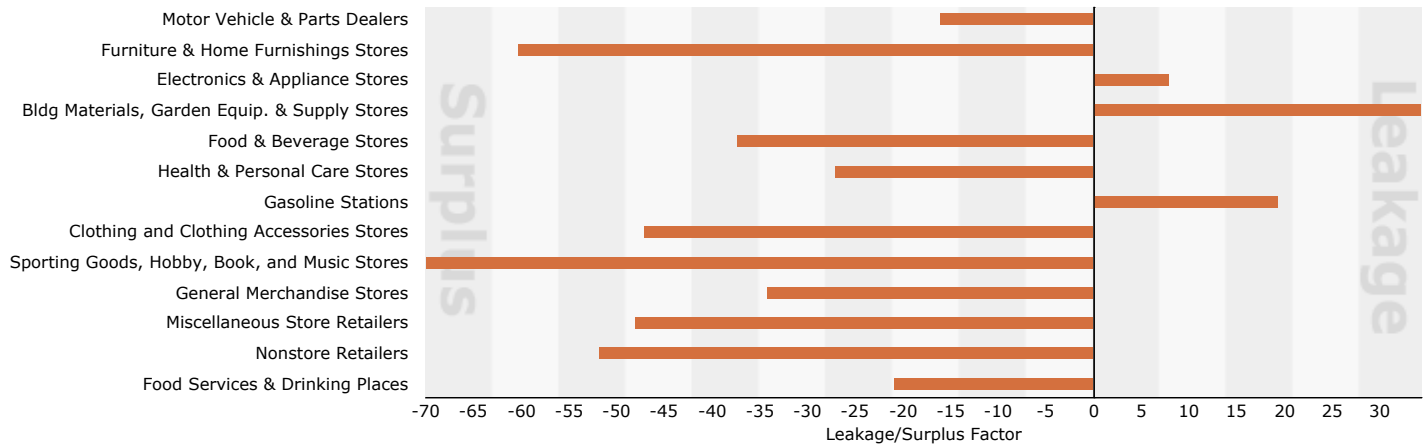
SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

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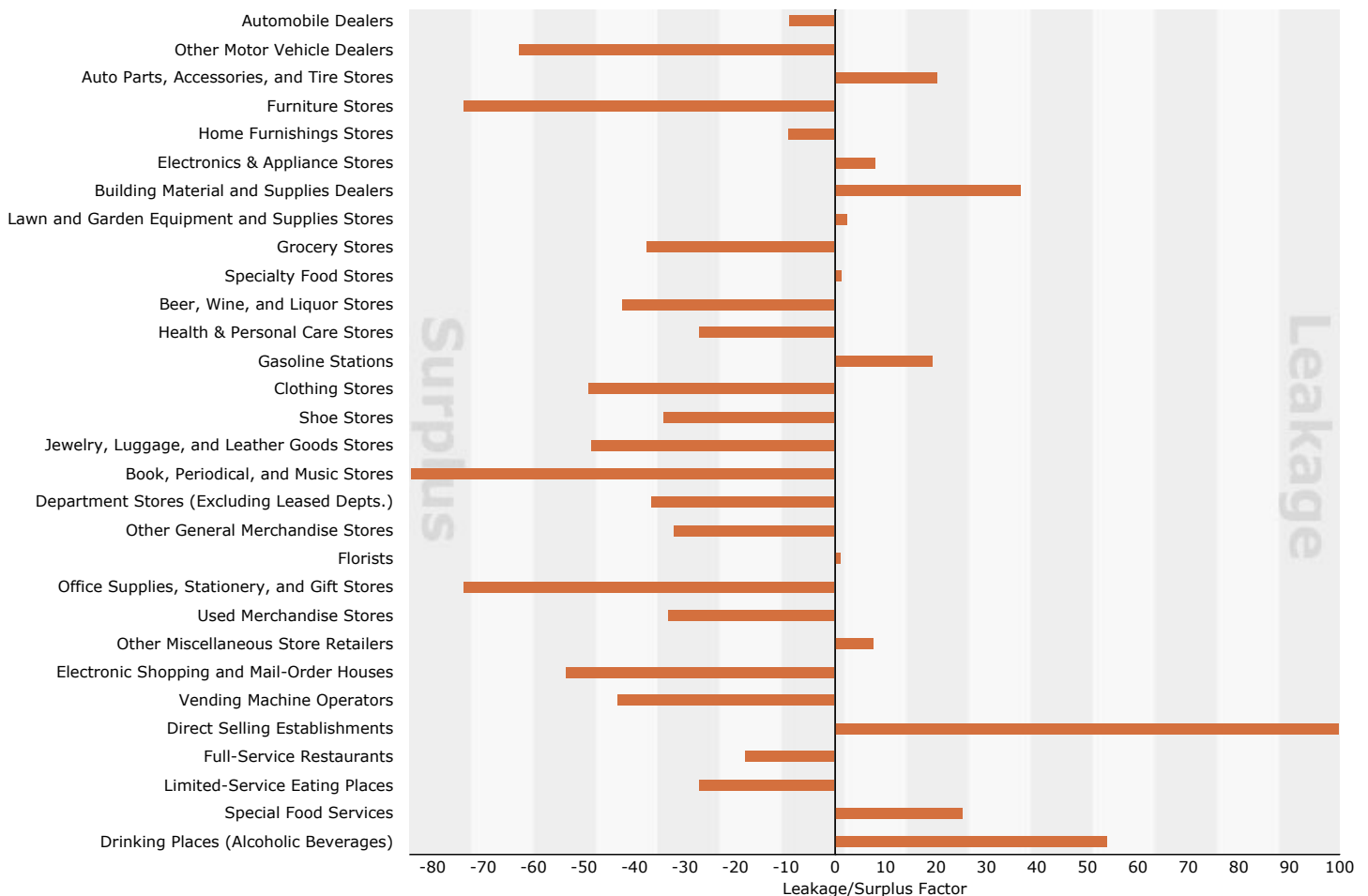
Latitude: 39.08851

Longitude: -84.22155

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail MarketPlace Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

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Latitude: 39.08851
Longitude: -84.22155

Summary Demographics

2010 Population	74,550
2010 Households	29,476
2010 Median Disposable Income	\$50,320
2010 Per Capita Income	\$28,861

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$799,653,579	\$1,051,106,506	-\$251,452,926	-13.6	591
Total Retail Trade	44-45	\$682,129,071	\$912,447,806	-\$230,318,735	-14.4	430
Total Food & Drink	722	\$117,524,508	\$138,658,699	-\$21,134,192	-8.2	161
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$162,500,671	\$174,036,512	-\$11,535,841	-3.4	60
Automobile Dealers	4411	\$138,299,349	\$137,379,103	\$920,246	0.3	28
Other Motor Vehicle Dealers	4412	\$11,515,536	\$27,566,577	-\$16,051,041	-41.1	13
Auto Parts, Accessories & Tire Stores	4413	\$12,685,786	\$9,090,832	\$3,594,954	16.5	20
Furniture & Home Furnishings Stores	442	\$11,519,911	\$27,617,159	-\$16,097,248	-41.1	25
Furniture Stores	4421	\$5,987,401	\$22,454,381	-\$16,466,980	-57.9	16
Home Furnishings Stores	4422	\$5,532,510	\$5,162,778	\$369,732	3.5	9
Electronics & Appliance Stores	4431	\$28,564,087	\$59,608,911	-\$31,044,824	-35.2	33
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,602,042	\$41,405,462	-\$15,803,420	-23.6	35
Bldg Material & Supplies Dealers	4441	\$24,182,032	\$40,463,633	-\$16,281,601	-25.2	28
Lawn & Garden Equip & Supply Stores	4442	\$1,420,010	\$941,829	\$478,181	20.2	8
Food & Beverage Stores	445	\$120,316,315	\$172,199,365	-\$51,883,050	-17.7	39
Grocery Stores	4451	\$115,289,550	\$167,142,783	-\$51,853,233	-18.4	25
Specialty Food Stores	4452	\$1,725,939	\$1,371,222	\$354,717	11.5	7
Beer, Wine & Liquor Stores	4453	\$3,300,826	\$3,685,360	-\$384,534	-5.5	6
Health & Personal Care Stores	446,4461	\$13,521,399	\$26,393,213	-\$12,871,814	-32.2	30
Gasoline Stations	447,4471	\$113,438,884	\$103,319,798	\$10,119,086	4.7	27
Clothing & Clothing Accessories Stores	448	\$19,935,003	\$27,630,858	-\$7,695,855	-16.2	61
Clothing Stores	4481	\$14,491,826	\$20,063,525	-\$5,571,699	-16.1	38
Shoe Stores	4482	\$3,184,910	\$3,839,137	-\$654,227	-9.3	11
Jewelry, Luggage & Leather Goods Stores	4483	\$2,258,267	\$3,728,196	-\$1,469,929	-24.6	12
Sporting Goods, Hobby, Book & Music Stores	451	\$3,269,088	\$10,504,200	-\$7,235,112	-52.5	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,513,190	\$6,387,861	-\$3,874,671	-43.5	25
Book, Periodical & Music Stores	4512	\$755,898	\$4,116,339	-\$3,360,441	-69.0	5
General Merchandise Stores	452	\$111,812,470	\$179,109,253	-\$67,296,783	-23.1	21
Department Stores Excluding Leased Depts.	4521	\$48,161,365	\$84,216,380	-\$36,055,016	-27.2	8
Other General Merchandise Stores	4529	\$63,651,105	\$94,892,873	-\$31,241,768	-19.7	13
Miscellaneous Store Retailers	453	\$9,507,853	\$13,922,707	-\$4,414,854	-18.8	59
Florists	4531	\$530,612	\$511,472	\$19,140	1.8	8
Office Supplies, Stationery & Gift Stores	4532	\$3,250,490	\$9,732,771	-\$6,482,281	-49.9	19
Used Merchandise Stores	4533	\$226,474	\$539,966	-\$313,492	-40.9	11
Other Miscellaneous Store Retailers	4539	\$5,500,277	\$3,138,498	\$2,361,779	27.3	20
Nonstore Retailers	454	\$62,141,349	\$76,700,368	-\$14,559,019	-10.5	7
Electronic Shopping & Mail-Order Houses	4541	\$58,666,058	\$76,347,906	-\$17,681,848	-13.1	5
Vending Machine Operators	4542	\$104,519	\$269,406	-\$164,887	-44.1	2
Direct Selling Establishments	4543	\$3,370,772	\$83,055	\$3,287,716	95.2	0
Food Services & Drinking Places	722	\$117,524,508	\$138,658,699	-\$21,134,192	-8.2	161
Full-Service Restaurants	7221	\$41,776,219	\$41,853,348	-\$77,129	-0.1	67
Limited-Service Eating Places	7222	\$65,333,725	\$89,867,789	-\$24,534,064	-15.8	78
Special Food Services	7223	\$8,232,975	\$5,884,129	\$2,348,846	16.6	8
Drinking Places - Alcoholic Beverages	7224	\$2,181,588	\$1,053,433	\$1,128,155	34.9	8

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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Retail MarketPlace Profile

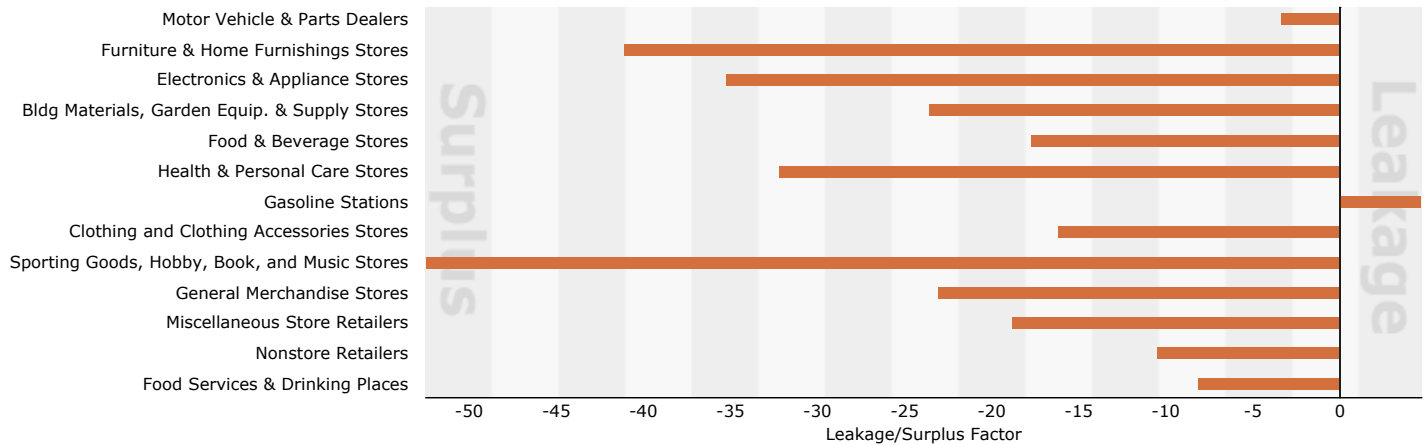
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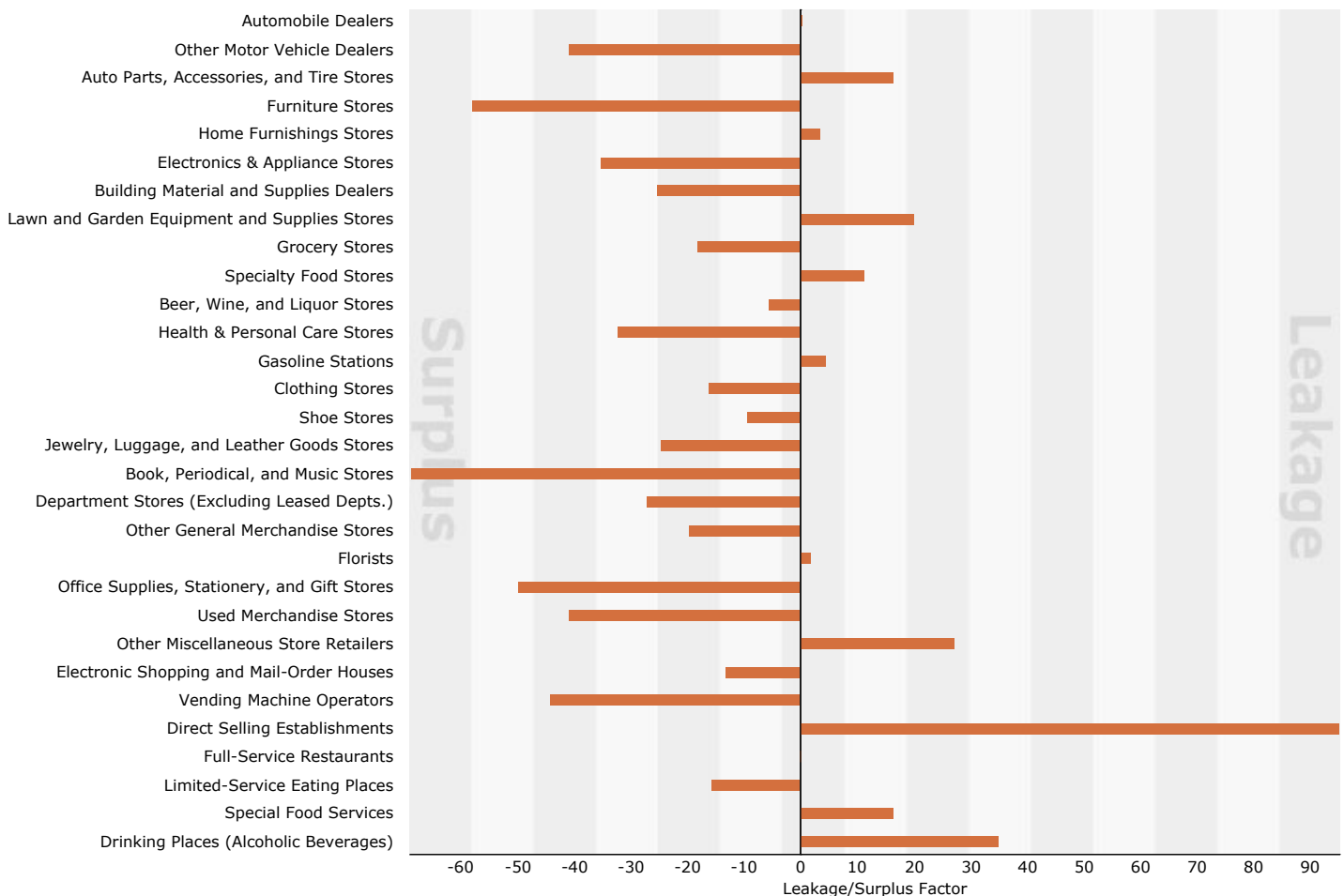
Latitude: 39.08851

Longitude: -84.22155

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Census 2010 Summary Profile

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	2000	2010	2000-2010 Annual Rate
Population	2,269	2,897	2.47%
Households	776	1,064	3.21%
Housing Units	835	1,168	3.41%

Population by Race	Number	Percent
Total	2,899	100.0%
Population Reporting One Race	2,838	97.9%
White	2,730	94.2%
Black	57	2.0%
American Indian	5	0.2%
Asian	38	1.3%
Pacific Islander	1	0.0%
Some Other Race	7	0.2%
Population Reporting Two or More Races	61	2.1%
Total Hispanic Population	38	1.3%

Population by Sex		
Male	1,410	48.7%
Female	1,487	51.3%

Population by Age		
Total	2,897	100.0%
Age 0 - 4	263	9.1%
Age 5 - 9	229	7.9%
Age 10 - 14	190	6.6%
Age 15 - 19	164	5.7%
Age 20 - 24	203	7.0%
Age 25 - 29	208	7.2%
Age 30 - 34	201	6.9%
Age 35 - 39	199	6.9%
Age 40 - 44	198	6.8%
Age 45 - 49	205	7.1%
Age 50 - 54	216	7.5%
Age 55 - 59	184	6.4%
Age 60 - 64	151	5.2%
Age 65 - 69	96	3.3%
Age 70 - 74	72	2.5%
Age 75 - 79	51	1.8%
Age 80 - 84	39	1.3%
Age 85+	29	1.0%
Age 18+	2,116	73.0%
Age 65+	287	9.9%

Median Age by Sex and Race/Hispanic Origin	
Total Population	34.8
Male	34.4
Female	35.2
White Alone	35.6
Black Alone	28.8
American Indian Alone	22.5
Asian Alone	33.5
Pacific Islander Alone	0.0
Some Other Race Alone	8.8
Two or More Races	9.8
Hispanic Population	23.3

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

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Census 2010 Summary Profile

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Households by Type

Total	1,064	100.0%
Households with 1 Person	220	20.7%
Households with 2+ People	844	79.3%
Family Households	792	74.4%
Husband-wife Families	583	54.8%
With Own Children	242	22.7%
Other Family (No Spouse Present)	209	19.6%
With Own Children	144	13.5%
Nonfamily Households	52	4.9%
All Households with Children	420	39.5%
Multigenerational Households	33	3.1%
Unmarried Partner Households	77	7.2%
Male-female	73	6.9%
Same-sex	4	0.4%
Average Household Size	2.58	

Family Households by Size

Total	792	100.0%
2 People	340	42.9%
3 People	193	24.4%
4 People	159	20.1%
5 People	67	8.5%
6 People	21	2.7%
7+ People	12	1.5%
Average Family Size	2.96	

Nonfamily Households by Size

Total	272	100.0%
1 Person	220	80.9%
2 People	40	14.7%
3 People	8	2.9%
4 People	2	0.7%
5 People	2	0.7%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	2,897	100.0%
In Households	2,744	94.7%
In Family Households	2,408	83.1%
Householder	774	26.7%
Spouse	567	19.6%
Child	943	32.6%
Other relative	60	2.1%
Nonrelative	64	2.2%
In Nonfamily Households	336	11.6%
In Group Quarters	153	5.3%
Institutionalized Population	129	4.5%
Noninstitutionalized Population	24	0.8%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Family Households by Age of Householder

Total	792	100.0%
Householder Age 15 - 44	358	45.2%
Householder Age 45 - 54	178	22.5%
Householder Age 55 - 64	150	18.9%
Householder Age 65 - 74	71	9.0%
Householder Age 75+	35	4.4%

Nonfamily Households by Age of Householder

Total	271	100.0%
Householder Age 15 - 44	92	33.9%
Householder Age 45 - 54	57	21.0%
Householder Age 55 - 64	54	19.9%
Householder Age 65 - 74	36	13.3%
Householder Age 75+	32	11.8%

Households by Race of Householder

Total	1,064	100.0%
Householder is White Alone	1,019	95.8%
Householder is Black Alone	20	1.9%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	11	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.2%
Householder is Two or More Races	11	1.0%
Households with Hispanic Householder	11	1.0%

Husband-wife Families by Race of Householder

Total	582	100.0%
Householder is White Alone	562	96.6%
Householder is Black Alone	6	1.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	9	1.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	4	0.7%
Husband-wife Families with Hispanic Householder	6	1.0%

Other Families (No Spouse) by Race of Householder

Total	209	100.0%
Householder is White Alone	197	94.3%
Householder is Black Alone	6	2.9%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	1	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	4	1.9%
Other Families with Hispanic Householder	2	1.0%

Nonfamily Households by Race of Householder

Total	273	100.0%
Householder is White Alone	260	95.2%
Householder is Black Alone	8	2.9%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.4%
Householder is Two or More Races	3	1.1%
Nonfamily Households with Hispanic Householder	2	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Total Housing Units by Occupancy

Total	1,136	100.0%
Occupied Housing Units	1,064	93.7%
Vacant Housing Units		
For Rent	20	1.8%
Rented, not Occupied	2	0.2%
For Sale Only	20	1.8%
Sold, not Occupied	4	0.4%
For Seasonal/Recreational/Occasional Use	8	0.7%
For Migrant Workers	0	0.0%
Other Vacant	18	1.6%
Total Vacancy Rate	8.9%	

Households by Tenure and Mortgage Status

Total	1,064	100.0%
Owner Occupied	731	68.7%
Owned with a Mortgage/Loan	587	55.2%
Owned Free and Clear	144	13.5%
Average Household Size	2.59	
Renter Occupied	333	31.3%
Average Household Size	2.55	

Owner-occupied Housing Units by Race of Householder

Total	732	100.0%
Householder is White Alone	708	96.7%
Householder is Black Alone	8	1.1%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	8	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	6	0.8%
Owner-occupied Housing Units with Hispanic Householder	7	1.0%

Renter-occupied Housing Units by Race of Householder

Total	332	100.0%
Householder is White Alone	311	93.7%
Householder is Black Alone	12	3.6%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	2	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.3%
Householder is Two or More Races	5	1.5%
Renter-occupied Housing Units with Hispanic Householder	4	1.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.57
Householder is Black Alone	2.60
Householder is American Indian Alone	4.00
Householder is Asian Alone	3.45
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.50
Householder is Two or More Races	2.55
Householder is Hispanic	2.73

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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	2000	2010	2000-2010 Annual Rate
Population	24,141	28,558	1.69%
Households	8,952	10,844	1.94%
Housing Units	9,349	11,670	2.24%
Population by Race			
Total		28,556	100.0%
Population Reporting One Race		28,061	98.3%
White		26,931	94.3%
Black		511	1.8%
American Indian		69	0.2%
Asian		430	1.5%
Pacific Islander		6	0.0%
Some Other Race		114	0.4%
Population Reporting Two or More Races		495	1.7%
Total Hispanic Population		427	1.5%
Population by Sex			
Male		13,988	49.0%
Female		14,570	51.0%
Population by Age			
Total		28,558	100.0%
Age 0 - 4		2,281	8.0%
Age 5 - 9		2,079	7.3%
Age 10 - 14		1,883	6.6%
Age 15 - 19		1,814	6.4%
Age 20 - 24		2,147	7.5%
Age 25 - 29		2,095	7.3%
Age 30 - 34		1,998	7.0%
Age 35 - 39		1,994	7.0%
Age 40 - 44		2,054	7.2%
Age 45 - 49		2,127	7.4%
Age 50 - 54		2,151	7.5%
Age 55 - 59		1,737	6.1%
Age 60 - 64		1,395	4.9%
Age 65 - 69		951	3.3%
Age 70 - 74		680	2.4%
Age 75 - 79		482	1.7%
Age 80 - 84		367	1.3%
Age 85+		323	1.1%
Age 18+		21,220	74.3%
Age 65+		2,803	9.8%
Median Age by Sex and Race/Hispanic Origin			
Total Population		35.0	
Male		34.3	
Female		35.7	
White Alone		35.7	
Black Alone		29.2	
American Indian Alone		36.4	
Asian Alone		32.6	
Pacific Islander Alone		25.0	
Some Other Race Alone		25.2	
Two or More Races		12.8	
Hispanic Population		24.4	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

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Households by Type

Total	10,844	100.0%
Households with 1 Person	2,555	23.6%
Households with 2+ People	8,289	76.4%
Family Households	7,526	69.4%
Husband-wife Families	5,629	51.9%
With Own Children	2,465	22.7%
Other Family (No Spouse Present)	1,897	17.5%
With Own Children	1,140	10.5%
Nonfamily Households	763	7.0%
All Households with Children	3,978	36.7%
Multigenerational Households	355	3.3%
Unmarried Partner Households	922	8.5%
Male-female	863	8.0%
Same-sex	59	0.5%
Average Household Size	2.58	

Family Households by Size

Total	7,526	100.0%
2 People	3,106	41.3%
3 People	1,846	24.5%
4 People	1,579	21.0%
5 People	659	8.8%
6 People	219	2.9%
7+ People	117	1.6%
Average Family Size	3.06	

Nonfamily Households by Size

Total	3,319	100.0%
1 Person	2,555	77.0%
2 People	649	19.6%
3 People	79	2.4%
4 People	25	0.8%
5 People	9	0.3%
6 People	2	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.29	

Population by Relationship and Household Type

Total	28,558	100.0%
In Households	27,993	98.0%
In Family Households	23,712	83.0%
Householder	7,575	26.5%
Spouse	5,668	19.8%
Child	9,160	32.1%
Other relative	665	2.3%
Nonrelative	645	2.3%
In Nonfamily Households	4,281	15.0%
In Group Quarters	565	2.0%
Institutionalized Population	421	1.5%
Noninstitutionalized Population	143	0.5%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder

Total	7,525	100.0%
Householder Age 15 - 44	3,446	45.8%
Householder Age 45 - 54	1,772	23.5%
Householder Age 55 - 64	1,295	17.2%
Householder Age 65 - 74	666	8.9%
Householder Age 75+	346	4.6%

Nonfamily Households by Age of Householder

Total	3,319	100.0%
Householder Age 15 - 44	1,431	43.1%
Householder Age 45 - 54	642	19.3%
Householder Age 55 - 64	551	16.6%
Householder Age 65 - 74	362	10.9%
Householder Age 75+	333	10.0%

Households by Race of Householder

Total	10,845	100.0%
Householder is White Alone	10,359	95.5%
Householder is Black Alone	192	1.8%
Householder is American Indian Alone	23	0.2%
Householder is Asian Alone	133	1.2%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	34	0.3%
Householder is Two or More Races	101	0.9%
Households with Hispanic Householder	120	1.1%

Husband-wife Families by Race of Householder

Total	5,630	100.0%
Householder is White Alone	5,409	96.1%
Householder is Black Alone	63	1.1%
Householder is American Indian Alone	11	0.2%
Householder is Asian Alone	96	1.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	15	0.3%
Householder is Two or More Races	34	0.6%
Husband-wife Families with Hispanic Householder	61	1.1%

Other Families (No Spouse) by Race of Householder

Total	1,896	100.0%
Householder is White Alone	1,789	94.4%
Householder is Black Alone	53	2.8%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	14	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.3%
Householder is Two or More Races	30	1.6%
Other Families with Hispanic Householder	19	1.0%

Nonfamily Households by Race of Householder

Total	3,319	100.0%
Householder is White Alone	3,162	95.3%
Householder is Black Alone	76	2.3%
Householder is American Indian Alone	7	0.2%
Householder is Asian Alone	23	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	13	0.4%
Householder is Two or More Races	37	1.1%
Nonfamily Households with Hispanic Householder	40	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Summary Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

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Latitude: 39.08851
Longitude: -84.22155

Total Housing Units by Occupancy

Total	11,677	100.0%
Occupied Housing Units	10,844	92.9%
Vacant Housing Units		
For Rent	385	3.3%
Rented, not Occupied	22	0.2%
For Sale Only	158	1.4%
Sold, not Occupied	35	0.3%
For Seasonal/Recreational/Occasional Use	42	0.4%
For Migrant Workers	0	0.0%
Other Vacant	191	1.6%
Total Vacancy Rate	7.1%	

Households by Tenure and Mortgage Status

Total	10,844	100.0%
Owner Occupied	7,120	65.7%
Owned with a Mortgage/Loan	5,859	54.0%
Owned Free and Clear	1,261	11.6%
Average Household Size	2.74	
Renter Occupied	3,724	34.3%
Average Household Size	2.29	

Owner-occupied Housing Units by Race of Householder

Total	7,120	100.0%
Householder is White Alone	6,904	97.0%
Householder is Black Alone	69	1.0%
Householder is American Indian Alone	12	0.2%
Householder is Asian Alone	78	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.2%
Householder is Two or More Races	45	0.6%
Owner-occupied Housing Units with Hispanic Householder	63	0.9%

Renter-occupied Housing Units by Race of Householder

Total	3,723	100.0%
Householder is White Alone	3,455	92.8%
Householder is Black Alone	122	3.3%
Householder is American Indian Alone	10	0.3%
Householder is Asian Alone	55	1.5%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	22	0.6%
Householder is Two or More Races	56	1.5%
Renter-occupied Housing Units with Hispanic Householder	57	1.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.57
Householder is Black Alone	2.56
Householder is American Indian Alone	2.78
Householder is Asian Alone	3.08
Householder is Pacific Islander Alone	3.67
Householder is Some Other Race Alone	2.88
Householder is Two or More Races	2.42
Householder is Hispanic	2.88

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

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	2000	2010	2000-2010 Annual Rate
Population	64,745	74,702	1.44%
Households	25,012	29,223	1.57%
Housing Units	26,237	31,423	1.82%
Population by Race			
Total		74,703	100.0%
Population Reporting One Race		73,558	98.5%
White		70,930	94.9%
Black		1,059	1.4%
American Indian		165	0.2%
Asian		993	1.3%
Pacific Islander		17	0.0%
Some Other Race		394	0.5%
Population Reporting Two or More Races		1,145	1.5%
Total Hispanic Population		1,235	1.7%
Population by Sex			
Male		36,539	48.9%
Female		38,163	51.1%
Population by Age			
Total		74,702	100.0%
Age 0 - 4		5,647	7.6%
Age 5 - 9		5,288	7.1%
Age 10 - 14		4,886	6.5%
Age 15 - 19		4,686	6.3%
Age 20 - 24		4,958	6.6%
Age 25 - 29		5,377	7.2%
Age 30 - 34		5,239	7.0%
Age 35 - 39		5,060	6.8%
Age 40 - 44		5,287	7.1%
Age 45 - 49		5,602	7.5%
Age 50 - 54		5,699	7.6%
Age 55 - 59		4,927	6.6%
Age 60 - 64		4,029	5.4%
Age 65 - 69		2,781	3.7%
Age 70 - 74		1,915	2.6%
Age 75 - 79		1,427	1.9%
Age 80 - 84		1,061	1.4%
Age 85+		833	1.1%
Age 18+		56,013	75.0%
Age 65+		8,017	10.7%
Median Age by Sex and Race/Hispanic Origin			
Total Population		36.3	
Male		35.3	
Female		37.3	
White Alone		36.9	
Black Alone		31.5	
American Indian Alone		36.0	
Asian Alone		33.8	
Pacific Islander Alone		23.8	
Some Other Race Alone		24.9	
Two or More Races		15.8	
Hispanic Population		25.0	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

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Households by Type

Total	29,222	100.0%
Households with 1 Person	7,202	24.6%
Households with 2+ People	22,020	75.4%
Family Households	20,072	68.7%
Husband-wife Families	15,217	52.1%
With Own Children	6,502	22.3%
Other Family (No Spouse Present)	4,855	16.6%
With Own Children	2,764	9.5%
Nonfamily Households	1,948	6.7%
All Households with Children	10,229	35.0%
Multigenerational Households	943	3.2%
Unmarried Partner Households	2,370	8.1%
Male-female	2,184	7.5%
Same-sex	186	0.6%
Average Household Size	2.53	

Family Households by Size

Total	20,072	100.0%
2 People	8,492	42.3%
3 People	4,861	24.2%
4 People	4,123	20.5%
5 People	1,704	8.5%
6 People	616	3.1%
7+ People	276	1.4%
Average Family Size	3.02	

Nonfamily Households by Size

Total	9,151	100.0%
1 Person	7,202	78.7%
2 People	1,662	18.2%
3 People	186	2.0%
4 People	65	0.7%
5 People	28	0.3%
6 People	5	0.1%
7+ People	3	0.0%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	74,702	100.0%
In Households	73,953	99.0%
In Family Households	62,385	83.5%
Householder	20,086	26.9%
Spouse	15,222	20.4%
Child	23,603	31.6%
Other relative	1,798	2.4%
Nonrelative	1,676	2.2%
In Nonfamily Households	11,567	15.5%
In Group Quarters	749	1.0%
Institutionalized Population	576	0.8%
Noninstitutionalized Population	174	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Family Households by Age of Householder

Total	20,072	100.0%
Householder Age 15 - 44	8,809	43.9%
Householder Age 45 - 54	4,647	23.2%
Householder Age 55 - 64	3,644	18.2%
Householder Age 65 - 74	1,924	9.6%
Householder Age 75+	1,048	5.2%

Nonfamily Households by Age of Householder

Total	9,151	100.0%
Householder Age 15 - 44	3,472	37.9%
Householder Age 45 - 54	1,733	18.9%
Householder Age 55 - 64	1,686	18.4%
Householder Age 65 - 74	1,102	12.0%
Householder Age 75+	1,158	12.7%

Households by Race of Householder

Total	29,224	100.0%
Householder is White Alone	28,039	95.9%
Householder is Black Alone	428	1.5%
Householder is American Indian Alone	63	0.2%
Householder is Asian Alone	302	1.0%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	116	0.4%
Householder is Two or More Races	269	0.9%
Households with Hispanic Householder	358	1.2%

Husband-wife Families by Race of Householder

Total	15,217	100.0%
Householder is White Alone	14,676	96.4%
Householder is Black Alone	152	1.0%
Householder is American Indian Alone	31	0.2%
Householder is Asian Alone	221	1.5%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	39	0.3%
Householder is Two or More Races	94	0.6%
Husband-wife Families with Hispanic Householder	163	1.1%

Other Families (No Spouse) by Race of Householder

Total	4,856	100.0%
Householder is White Alone	4,611	95.0%
Householder is Black Alone	102	2.1%
Householder is American Indian Alone	13	0.3%
Householder is Asian Alone	28	0.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	29	0.6%
Householder is Two or More Races	72	1.5%
Other Families with Hispanic Householder	83	1.7%

Nonfamily Households by Race of Householder

Total	9,151	100.0%
Householder is White Alone	8,751	95.6%
Householder is Black Alone	174	1.9%
Householder is American Indian Alone	19	0.2%
Householder is Asian Alone	53	0.6%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	48	0.5%
Householder is Two or More Races	104	1.1%
Nonfamily Households with Hispanic Householder	111	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Total Housing Units by Occupancy

Total	31,421	100.0%
Occupied Housing Units	29,223	93.0%
Vacant Housing Units		
For Rent	1,050	3.3%
Rented, not Occupied	59	0.2%
For Sale Only	410	1.3%
Sold, not Occupied	85	0.3%
For Seasonal/Recreational/Occasional Use	109	0.3%
For Migrant Workers	0	0.0%
Other Vacant	485	1.5%
Total Vacancy Rate	7.0%	

Households by Tenure and Mortgage Status

Total	29,223	100.0%
Owner Occupied	19,717	67.5%
Owned with a Mortgage/Loan	16,032	54.9%
Owned Free and Clear	3,685	12.6%
Average Household Size	2.69	
Renter Occupied	9,506	32.5%
Average Household Size	2.21	

Owner-occupied Housing Units by Race of Householder

Total	19,717	100.0%
Householder is White Alone	19,166	97.2%
Householder is Black Alone	172	0.9%
Householder is American Indian Alone	33	0.2%
Householder is Asian Alone	193	1.0%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	32	0.2%
Householder is Two or More Races	118	0.6%
Owner-occupied Housing Units with Hispanic Householder	164	0.8%

Renter-occupied Housing Units by Race of Householder

Total	9,506	100.0%
Householder is White Alone	8,873	93.3%
Householder is Black Alone	255	2.7%
Householder is American Indian Alone	30	0.3%
Householder is Asian Alone	109	1.1%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	84	0.9%
Householder is Two or More Races	151	1.6%
Renter-occupied Housing Units with Hispanic Householder	193	2.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.53
Householder is Black Alone	2.46
Householder is American Indian Alone	2.70
Householder is Asian Alone	3.04
Householder is Pacific Islander Alone	3.14
Householder is Some Other Race Alone	2.88
Householder is Two or More Races	2.40
Householder is Hispanic	2.83

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
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Demographic Summary		2011	2016
Population		2,963	3,163
Population 18+		2,171	2,326
Households		1,091	1,183
Median Household Income		\$55,692	\$63,865

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,122	51.7%	104
Bought any women's apparel in last 12 months	1,061	48.9%	107
Bought apparel for child <13 in last 6 months	677	31.2%	110
Bought any shoes in last 12 months	1,183	54.5%	105
Bought costume jewelry in last 12 months	497	22.9%	110
Bought any fine jewelry in last 12 months	520	24.0%	109
Bought a watch in last 12 months	431	19.9%	103
Automobiles (Households)			
HH owns/leases any vehicle	958	87.8%	102
HH bought/leased new vehicle last 12 mo	126	11.5%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,945	89.6%	103
Bought/changed motor oil in last 12 months	1,148	52.9%	102
Had tune-up in last 12 months	723	33.3%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,369	63.1%	102
Drank regular cola in last 6 months	1,106	50.9%	100
Drank beer/ale in last 6 months	927	42.7%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	269	12.4%	97
Bought film in last 12 months	396	18.2%	96
Bought digital camera in last 12 months	153	7.0%	103
Bought memory card for camera in last 12 months	179	8.2%	108
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	812	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	432	19.9%	93
Avg monthly cell/mobile phone/PDA bill: \$50-99	721	33.2%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	569	26.2%	124
Computers (Households)			
HH owns a personal computer	877	80.4%	108
Spent <\$500 on most recent home PC purchase	103	9.4%	109
Spent \$500-\$999 on most recent home PC purchase	223	20.4%	115
Spent \$1000-\$1499 on most recent home PC purchase	159	14.6%	111
Spent \$1500-\$1999 on most recent home PC purchase	91	8.3%	117
Spent \$2000+ on most recent home PC purchase	80	7.3%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,363	62.8%	105
Bought cigarettes at convenience store in last 30 days	345	15.9%	103
Bought gas at convenience store in last 30 days	763	35.1%	105
Spent at convenience store in last 30 days: <\$20	213	9.8%	102
Spent at convenience store in last 30 days: \$20-39	231	10.6%	105
Spent at convenience store in last 30 days: \$40+	843	38.8%	109
Entertainment (Adults)			
Attended movies in last 6 months	1,383	63.7%	108
Went to live theater in last 12 months	323	14.9%	113
Went to a bar/night club in last 12 months	426	19.6%	103
Dined out in last 12 months	1,181	54.4%	111
Gambled at a casino in last 12 months	386	17.8%	111
Visited a theme park in last 12 months	528	24.3%	113
DVDs rented in last 30 days: 1	77	3.5%	134
DVDs rented in last 30 days: 2	110	5.1%	110
DVDs rented in last 30 days: 3	69	3.2%	99
DVDs rented in last 30 days: 4	90	4.1%	108
DVDs rented in last 30 days: 5+	367	16.9%	128
DVDs purchased in last 30 days: 1	131	6.0%	121
DVDs purchased in last 30 days: 2	134	6.2%	131
DVDs purchased in last 30 days: 3-4	116	5.3%	116
DVDs purchased in last 30 days: 5+	120	5.5%	107
Spent on toys/games in last 12 months: <\$50	126	5.8%	96
Spent on toys/games in last 12 months: \$50-\$99	60	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	157	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	267	12.3%	114
Spent on toys/games in last 12 months: \$500+	149	6.9%	120
Financial (Adults)			
Have home mortgage (1st)	511	23.5%	123
Used ATM/cash machine in last 12 months	1,265	58.3%	115
Own any stock	229	10.5%	115
Own U.S. savings bond	186	8.6%	126
Own shares in mutual fund (stock)	253	11.7%	124
Own shares in mutual fund (bonds)	160	7.4%	125
Used full service brokerage firm in last 12 months	156	7.2%	116
Have savings account	912	42.0%	116
Have 401K retirement savings	476	21.9%	124
Did banking over the Internet in last 12 months	737	33.9%	124
Own any credit/debit card (in own name)	1,735	79.9%	108
Avg monthly credit card expenditures: <\$111	316	14.6%	106
Avg monthly credit card expenditures: \$111-225	191	8.8%	114
Avg monthly credit card expenditures: \$226-450	175	8.1%	108
Avg monthly credit card expenditures: \$451-700	148	6.8%	107
Avg monthly credit card expenditures: \$701+	331	15.2%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,597	73.6%	104
Used bread in last 6 months	2,117	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,743	80.3%	104
Used fish/seafood (fresh or frozen) in last 6 months	1,200	55.3%	105
Used fresh fruit/vegetables in last 6 months	1,925	88.7%	102
Used fresh milk in last 6 months	1,993	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	715	32.9%	110
Exercise at club 2+ times per week	295	13.6%	109
Visited a doctor in last 12 months	1,745	80.4%	104
Used vitamin/dietary supplement in last 6 months	1,082	49.8%	103
Home (Households)			
Any home improvement in last 12 months	391	35.8%	114
Used housekeeper/maid/prof HH cleaning service in the last 12 months	188	17.2%	110
Purchased any HH furnishing in last 12 months	352	32.3%	107
Purchased bedding/bath goods in last 12 months	619	56.7%	104
Purchased cooking/serving product in last 12 months	303	27.8%	101
Bought any kitchen appliance in last 12 months	201	18.4%	106
Insurance (Adults)			
Currently carry any life insurance	1,125	51.8%	109
Have medical/hospital/accident insurance	1,638	75.4%	105
Carry homeowner insurance	1,187	54.7%	104
Carry renter insurance	153	7.0%	114
Have auto/other vehicle insurance	1,874	86.3%	104
Pets (Households)			
HH owns any pet	568	52.1%	101
HH owns any cat	278	25.5%	106
HH owns any dog	455	41.7%	111
Reading Materials (Adults)			
Bought book in last 12 months	1,170	53.9%	107
Read any daily newspaper	891	41.0%	99
Heavy magazine reader	466	21.5%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,697	78.2%	109
Went to family restaurant/steak house last mo: <2 times	566	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	646	29.8%	110
Went to family restaurant/steak house last mo: 5+ times	485	22.3%	115
Went to fast food/drive-in restaurant in last 6 mo	1,968	90.6%	102
Went to fast food/drive-in restaurant <6 times/mo	730	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/mo	643	29.6%	103
Went to fast food/drive-in restaurant 14+ times/mo	594	27.4%	110
Fast food/drive-in last 6 mo: eat in	814	37.5%	100
Fast food/drive-in last 6 mo: home delivery	267	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	1,247	57.4%	110
Fast food/drive-in last 6 mo: take-out/walk-in	530	24.4%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	712	65.3%	101
HH average monthly long distance phone bill: <\$16	306	28.0%	102
HH average monthly long distance phone bill: \$16-25	124	11.4%	99
HH average monthly long distance phone bill: \$26-59	100	9.2%	100
HH average monthly long distance phone bill: \$60+	49	4.5%	101
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	191	17.5%	88
HH owns 2 TVs	281	25.8%	98
HH owns 3 TVs	259	23.7%	106
HH owns 4+ TVs	275	25.2%	121
HH subscribes to cable TV	684	62.7%	108
HH Purchased audio equipment in last 12 months	120	11.0%	113
HH Purchased CD player in last 12 months	44	4.0%	104
HH Purchased DVD player in last 12 months	111	10.2%	105
HH Purchased MP3 player in last 12 months	260	12.0%	117
HH Purchased video game system in last 12 months	141	12.9%	120
Travel (Adults)			
Domestic travel in last 12 months	1,271	58.5%	112
Took 3+ domestic trips in last 12 months	377	17.4%	117
Spent on domestic vacations last 12 mo: <\$1000	305	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	163	7.5%	112
Spent on domestic vacations last 12 mo: \$1500-\$1999	105	4.8%	118
Spent on domestic vacations last 12 mo: \$2000-\$2999	101	4.7%	112
Spent on domestic vacations last 12 mo: \$3000+	121	5.6%	110
Foreign travel in last 3 years	605	27.9%	107
Took 3+ foreign trips by plane in last 3 years	103	4.7%	98
Spent on foreign vacations last 12 mo: <\$1000	128	5.9%	98
Spent on foreign vacations last 12 mo: \$1000-\$2999	89	4.1%	100
Spent on foreign vacations last 12 mo: \$3000+	102	4.7%	94
Stayed 1+ nights at hotel/motel in last 12 months	1,001	46.1%	114

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Demographic Summary	2011	2016
Population	28,745	30,027
Population 18+	21,406	22,419
Households	10,902	11,428
Median Household Income	\$54,254	\$60,461

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	11,021	51.5%	103
Bought any women's apparel in last 12 months	10,273	48.0%	105
Bought apparel for child <13 in last 6 months	6,666	31.1%	110
Bought any shoes in last 12 months	11,616	54.3%	104
Bought costume jewelry in last 12 months	4,844	22.6%	109
Bought any fine jewelry in last 12 months	5,088	23.8%	108
Bought a watch in last 12 months	4,294	20.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	9,707	89.0%	104
HH bought/leased new vehicle last 12 mo	1,135	10.4%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,281	90.1%	104
Bought/changed motor oil in last 12 months	11,611	54.2%	105
Had tune-up in last 12 months	6,984	32.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,655	63.8%	103
Drank regular cola in last 6 months	11,309	52.8%	104
Drank beer/ale in last 6 months	9,308	43.5%	102
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,666	12.5%	97
Bought film in last 12 months	4,050	18.9%	99
Bought digital camera in last 12 months	1,490	7.0%	102
Bought memory card for camera in last 12 months	1,753	8.2%	107
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	8,109	37.9%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,292	20.1%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,268	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	5,367	25.1%	118
Computers (Households)			
HH owns a personal computer	8,675	79.6%	107
Spent <\$500 on most recent home PC purchase	1,017	9.3%	108
Spent \$500-\$999 on most recent home PC purchase	2,240	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	1,569	14.4%	110
Spent \$1500-\$1999 on most recent home PC purchase	846	7.8%	108
Spent \$2000+ on most recent home PC purchase	708	6.5%	103

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April 19, 2013

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Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz
Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,571	63.4%	106
Bought cigarettes at convenience store in last 30 days	3,490	16.3%	106
Bought gas at convenience store in last 30 days	8,043	37.6%	113
Spent at convenience store in last 30 days: <\$20	2,005	9.4%	97
Spent at convenience store in last 30 days: \$20-39	2,185	10.2%	100
Spent at convenience store in last 30 days: \$40+	8,481	39.6%	111
Entertainment (Adults)			
Attended movies in last 6 months	13,372	62.5%	106
Went to live theater in last 12 months	3,000	14.0%	106
Went to a bar/night club in last 12 months	4,409	20.6%	108
Dined out in last 12 months	11,127	52.0%	106
Gambled at a casino in last 12 months	3,745	17.5%	109
Visited a theme park in last 12 months	5,304	24.8%	115
DVDs rented in last 30 days: 1	662	3.1%	117
DVDs rented in last 30 days: 2	1,115	5.2%	113
DVDs rented in last 30 days: 3	678	3.2%	99
DVDs rented in last 30 days: 4	838	3.9%	102
DVDs rented in last 30 days: 5+	3,666	17.1%	130
DVDs purchased in last 30 days: 1	1,203	5.6%	113
DVDs purchased in last 30 days: 2	1,288	6.0%	127
DVDs purchased in last 30 days: 3-4	1,129	5.3%	114
DVDs purchased in last 30 days: 5+	1,085	5.1%	98
Spent on toys/games in last 12 months: <\$50	1,393	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	613	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	1,492	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	2,635	12.3%	114
Spent on toys/games in last 12 months: \$500+	1,414	6.6%	115
Financial (Adults)			
Have home mortgage (1st)	4,842	22.6%	118
Used ATM/cash machine in last 12 months	12,357	57.7%	114
Own any stock	1,902	8.9%	97
Own U.S. savings bond	1,600	7.5%	110
Own shares in mutual fund (stock)	2,113	9.9%	105
Own shares in mutual fund (bonds)	1,359	6.3%	107
Used full service brokerage firm in last 12 months	1,351	6.3%	101
Have savings account	8,725	40.8%	113
Have 401K retirement savings	4,450	20.8%	117
Did banking over the Internet in last 12 months	7,244	33.8%	124
Own any credit/debit card (in own name)	16,991	79.4%	108
Avg monthly credit card expenditures: <\$111	3,196	14.9%	109
Avg monthly credit card expenditures: \$111-225	1,889	8.8%	114
Avg monthly credit card expenditures: \$226-450	1,785	8.3%	111
Avg monthly credit card expenditures: \$451-700	1,411	6.6%	103
Avg monthly credit card expenditures: \$701+	2,935	13.7%	102

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,613	72.9%	103
Used bread in last 6 months	20,802	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,997	79.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	11,567	54.0%	103
Used fresh fruit/vegetables in last 6 months	18,863	88.1%	101
Used fresh milk in last 6 months	19,654	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	6,922	32.3%	108
Exercise at club 2+ times per week	2,961	13.8%	111
Visited a doctor in last 12 months	16,767	78.3%	101
Used vitamin/dietary supplement in last 6 months	10,497	49.0%	101
Home (Households)			
Any home improvement in last 12 months	3,601	33.0%	105
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,597	14.6%	93
Purchased any HH furnishing in last 12 months	3,517	32.3%	107
Purchased bedding/bath goods in last 12 months	6,235	57.2%	105
Purchased cooking/serving product in last 12 months	3,086	28.3%	103
Bought any kitchen appliance in last 12 months	1,998	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	11,151	52.1%	110
Have medical/hospital/accident insurance	16,011	74.8%	104
Carry homeowner insurance	11,675	54.5%	104
Carry renter insurance	1,557	7.3%	118
Have auto/other vehicle insurance	18,595	86.9%	105
Pets (Households)			
HH owns any pet	5,693	52.2%	102
HH owns any cat	2,537	23.3%	97
HH owns any dog	4,321	39.6%	105
Reading Materials (Adults)			
Bought book in last 12 months	11,267	52.6%	105
Read any daily newspaper	8,434	39.4%	96
Heavy magazine reader	4,411	20.6%	104
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	16,632	77.7%	108
Went to family restaurant/steak house last mo: <2 times	5,560	26.0%	101
Went to family restaurant/steak house last mo: 2-4 times	6,169	28.8%	107
Went to family restaurant/steak house last mo: 5+ times	4,903	22.9%	118
Went to fast food/drive-in restaurant in last 6 mo	19,581	91.5%	103
Went to fast food/drive-in restaurant <6 times/mo	7,277	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	6,384	29.8%	104
Went to fast food/drive-in restaurant 14+ times/mo	5,920	27.7%	111
Fast food/drive-in last 6 mo: eat in	8,036	37.5%	100
Fast food/drive-in last 6 mo: home delivery	2,815	13.2%	126
Fast food/drive-in last 6 mo: take-out/drive-thru	12,587	58.8%	113
Fast food/drive-in last 6 mo: take-out/walk-in	5,339	24.9%	102

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April 19, 2013

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Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,931	63.6%	99
HH average monthly long distance phone bill: <\$16	3,077	28.2%	102
HH average monthly long distance phone bill: \$16-25	1,124	10.3%	90
HH average monthly long distance phone bill: \$26-59	930	8.5%	93
HH average monthly long distance phone bill: \$60+	469	4.3%	96
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,878	17.2%	87
HH owns 2 TVs	2,842	26.1%	99
HH owns 3 TVs	2,597	23.8%	106
HH owns 4+ TVs	2,535	23.3%	111
HH subscribes to cable TV	6,854	62.9%	108
HH Purchased audio equipment in last 12 months	1,180	10.8%	111
HH Purchased CD player in last 12 months	464	4.3%	110
HH Purchased DVD player in last 12 months	1,134	10.4%	107
HH Purchased MP3 player in last 12 months	2,650	12.4%	121
HH Purchased video game system in last 12 months	1,429	13.1%	122
Travel (Adults)			
Domestic travel in last 12 months	12,119	56.6%	108
Took 3+ domestic trips in last 12 months	3,537	16.5%	111
Spent on domestic vacations last 12 mo: <\$1000	2,991	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,597	7.5%	111
Spent on domestic vacations last 12 mo: \$1500-\$1999	951	4.4%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	895	4.2%	101
Spent on domestic vacations last 12 mo: \$3000+	1,036	4.8%	96
Foreign travel in last 3 years	5,615	26.2%	101
Took 3+ foreign trips by plane in last 3 years	904	4.2%	88
Spent on foreign vacations last 12 mo: <\$1000	1,171	5.5%	91
Spent on foreign vacations last 12 mo: \$1000-\$2999	792	3.7%	90
Spent on foreign vacations last 12 mo: \$3000+	987	4.6%	93
Stayed 1+ nights at hotel/motel in last 12 months	9,458	44.2%	109

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Demographic Summary		2011	2016
Population		75,059	78,114
Population 18+		56,414	58,940
Households		29,355	30,653
Median Household Income		\$53,579	\$60,050

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	29,628	52.5%	105
Bought any women's apparel in last 12 months	26,947	47.8%	105
Bought apparel for child <13 in last 6 months	17,204	30.5%	108
Bought any shoes in last 12 months	30,709	54.4%	105
Bought costume jewelry in last 12 months	12,560	22.3%	107
Bought any fine jewelry in last 12 months	12,985	23.0%	105
Bought a watch in last 12 months	11,096	19.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	26,468	90.2%	105
HH bought/leased new vehicle last 12 mo	3,015	10.3%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,378	91.1%	105
Bought/changed motor oil in last 12 months	31,169	55.3%	107
Had tune-up in last 12 months	18,704	33.2%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	35,552	63.0%	102
Drank regular cola in last 6 months	29,185	51.7%	101
Drank beer/ale in last 6 months	24,885	44.1%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,170	12.7%	99
Bought film in last 12 months	11,013	19.5%	103
Bought digital camera in last 12 months	4,112	7.3%	106
Bought memory card for camera in last 12 months	4,643	8.2%	108
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	21,136	37.5%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	11,879	21.1%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,139	33.9%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	13,603	24.1%	114
Computers (Households)			
HH owns a personal computer	23,457	79.9%	108
Spent <\$500 on most recent home PC purchase	2,754	9.4%	108
Spent \$500-\$999 on most recent home PC purchase	5,953	20.3%	114
Spent \$1000-\$1499 on most recent home PC purchase	4,237	14.4%	110
Spent \$1500-\$1999 on most recent home PC purchase	2,298	7.8%	109
Spent \$2000+ on most recent home PC purchase	1,884	6.4%	102

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,035	63.9%	106
Bought cigarettes at convenience store in last 30 days	9,157	16.2%	105
Bought gas at convenience store in last 30 days	21,164	37.5%	113
Spent at convenience store in last 30 days: <\$20	5,530	9.8%	102
Spent at convenience store in last 30 days: \$20-39	5,876	10.4%	102
Spent at convenience store in last 30 days: \$40+	22,199	39.4%	110
Entertainment (Adults)			
Attended movies in last 6 months	35,118	62.3%	106
Went to live theater in last 12 months	8,004	14.2%	107
Went to a bar/night club in last 12 months	11,708	20.8%	109
Dined out in last 12 months	30,013	53.2%	108
Gambled at a casino in last 12 months	9,966	17.7%	110
Visited a theme park in last 12 months	13,606	24.1%	112
DVDs rented in last 30 days: 1	1,753	3.1%	117
DVDs rented in last 30 days: 2	3,056	5.4%	117
DVDs rented in last 30 days: 3	1,867	3.3%	103
DVDs rented in last 30 days: 4	2,285	4.1%	106
DVDs rented in last 30 days: 5+	9,212	16.3%	124
DVDs purchased in last 30 days: 1	3,127	5.5%	111
DVDs purchased in last 30 days: 2	3,356	5.9%	126
DVDs purchased in last 30 days: 3-4	2,762	4.9%	106
DVDs purchased in last 30 days: 5+	2,811	5.0%	96
Spent on toys/games in last 12 months: <\$50	3,642	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	1,616	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	4,063	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	6,902	12.2%	113
Spent on toys/games in last 12 months: \$500+	3,769	6.7%	117
Financial (Adults)			
Have home mortgage (1st)	12,974	23.0%	120
Used ATM/cash machine in last 12 months	32,572	57.7%	114
Own any stock	5,367	9.5%	104
Own U.S. savings bond	4,330	7.7%	113
Own shares in mutual fund (stock)	5,905	10.5%	112
Own shares in mutual fund (bonds)	3,718	6.6%	112
Used full service brokerage firm in last 12 months	3,730	6.6%	106
Have savings account	23,570	41.8%	115
Have 401K retirement savings	11,935	21.2%	120
Did banking over the Internet in last 12 months	19,095	33.8%	124
Own any credit/debit card (in own name)	44,956	79.7%	108
Avg monthly credit card expenditures: <\$111	8,599	15.2%	111
Avg monthly credit card expenditures: \$111-225	4,883	8.7%	112
Avg monthly credit card expenditures: \$226-450	4,765	8.4%	113
Avg monthly credit card expenditures: \$451-700	3,815	6.8%	106
Avg monthly credit card expenditures: \$701+	7,776	13.8%	103

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	41,642	73.8%	104
Used bread in last 6 months	54,914	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	44,923	79.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	30,972	54.9%	104
Used fresh fruit/vegetables in last 6 months	49,954	88.5%	102
Used fresh milk in last 6 months	52,032	92.2%	102
Health (Adults)			
Exercise at home 2+ times per week	18,215	32.3%	108
Exercise at club 2+ times per week	7,713	13.7%	110
Visited a doctor in last 12 months	44,699	79.2%	102
Used vitamin/dietary supplement in last 6 months	28,015	49.7%	102
Home (Households)			
Any home improvement in last 12 months	10,016	34.1%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	4,422	15.1%	96
Purchased any HH furnishing in last 12 months	9,670	32.9%	110
Purchased bedding/bath goods in last 12 months	16,823	57.3%	105
Purchased cooking/serving product in last 12 months	8,449	28.8%	105
Bought any kitchen appliance in last 12 months	5,492	18.7%	107
Insurance (Adults)			
Currently carry any life insurance	29,798	52.8%	111
Have medical/hospital/accident insurance	42,548	75.4%	105
Carry homeowner insurance	31,902	56.6%	108
Carry renter insurance	3,855	6.8%	111
Have auto/other vehicle insurance	49,548	87.8%	106
Pets (Households)			
HH owns any pet	15,928	54.3%	106
HH owns any cat	7,302	24.9%	104
HH owns any dog	11,746	40.0%	106
Reading Materials (Adults)			
Bought book in last 12 months	30,185	53.5%	107
Read any daily newspaper	23,573	41.8%	101
Heavy magazine reader	11,526	20.4%	103
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	43,863	77.8%	108
Went to family restaurant/steak house last mo: <2 times	14,688	26.0%	102
Went to family restaurant/steak house last mo: 2-4 times	16,397	29.1%	108
Went to family restaurant/steak house last mo: 5+ times	12,776	22.6%	117
Went to fast food/drive-in restaurant in last 6 mo	51,616	91.5%	103
Went to fast food/drive-in restaurant <6 times/mo	19,444	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/mo	17,005	30.1%	105
Went to fast food/drive-in restaurant 14+ times/mo	15,167	26.9%	108
Fast food/drive-in last 6 mo: eat in	21,329	37.8%	101
Fast food/drive-in last 6 mo: home delivery	6,840	12.1%	116
Fast food/drive-in last 6 mo: take-out/drive-thru	33,210	58.9%	113
Fast food/drive-in last 6 mo: take-out/walk-in	14,149	25.1%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	19,368	66.0%	102
HH average monthly long distance phone bill: <\$16	8,478	28.9%	105
HH average monthly long distance phone bill: \$16-25	3,207	10.9%	96
HH average monthly long distance phone bill: \$26-59	2,583	8.8%	96
HH average monthly long distance phone bill: \$60+	1,170	4.0%	89
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,895	16.7%	84
HH owns 2 TVs	7,656	26.1%	99
HH owns 3 TVs	6,950	23.7%	106
HH owns 4+ TVs	6,957	23.7%	113
HH subscribes to cable TV	18,546	63.2%	109
HH Purchased audio equipment in last 12 months	3,080	10.5%	108
HH Purchased CD player in last 12 months	1,229	4.2%	108
HH Purchased DVD player in last 12 months	3,052	10.4%	107
HH Purchased MP3 player in last 12 months	6,742	12.0%	117
HH Purchased video game system in last 12 months	3,643	12.4%	115
Travel (Adults)			
Domestic travel in last 12 months	32,510	57.6%	110
Took 3+ domestic trips in last 12 months	9,498	16.8%	113
Spent on domestic vacations last 12 mo: <\$1000	7,907	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,320	7.7%	114
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,662	4.7%	115
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,404	4.3%	103
Spent on domestic vacations last 12 mo: \$3000+	2,831	5.0%	99
Foreign travel in last 3 years	14,868	26.4%	101
Took 3+ foreign trips by plane in last 3 years	2,473	4.4%	91
Spent on foreign vacations last 12 mo: <\$1000	3,222	5.7%	95
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,127	3.8%	92
Spent on foreign vacations last 12 mo: \$3000+	2,537	4.5%	90
Stayed 1+ nights at hotel/motel in last 12 months	25,480	45.2%	111

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April 19, 2013

Made with Esri Business Analyst



Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Demographic Summary		2011	2016	
Population		2,963	3,163	
Population 18+		2,171	2,326	
Households		1,091	1,183	
Median Household Income		\$55,692	\$63,865	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		1,697	78.2%	109
Family restaurant/steak house last month: <2 times		566	26.1%	102
Family restaurant/steak house last month: 2-4 times		646	29.8%	110
Family restaurant/steak house last month: 5+ times		485	22.3%	115
Family restaurant/steak house last 6 months: breakfast		337	15.5%	118
Family restaurant/steak house last 6 months: lunch		598	27.5%	111
Family restaurant/steak house last 6 months: snack		56	2.6%	92
Family restaurant/steak house last 6 months: dinner		1,307	60.2%	114
Family restaurant/steak house last 6 months: weekday		947	43.6%	114
Family restaurant/steak house last 6 months: weekend		1,096	50.5%	114
Family restaurant/steak house last 6 months: Applebee's		655	30.2%	120
Family restaurant/steak house last 6 months: Bennigan's		64	2.9%	133
Family restaurant/steak house last 6 months: Bob Evans Farm		100	4.6%	102
Family restaurant/steak house last 6 months: Cheesecake Factory		158	7.3%	109
Family restaurant/steak house last 6 months: Chili's Grill & Bar		333	15.3%	132
Family restaurant/steak house last 6 months: Cracker Barrel		289	13.3%	121
Family restaurant/steak house last 6 months: Denny's		203	9.4%	103
Family restaurant/steak house last 6 months: Friendly's		66	3.0%	77
Family restaurant/steak house last 6 months: Golden Corral		179	8.2%	115
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		309	14.2%	122
Family restaurant/steak house last 6 months: Lone Star Steakhouse		69	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet		62	2.9%	102
Family restaurant/steak house last 6 months: Olive Garden		469	21.6%	122
Family restaurant/steak house last 6 months: Outback Steakhouse		307	14.1%	124
Family restaurant/steak house last 6 months: Perkins		92	4.2%	118
Family restaurant/steak house last 6 months: Red Lobster		324	14.9%	111
Family restaurant/steak house last 6 months: Red Robin		177	8.2%	145
Family restaurant/steak house last 6 months: Ruby Tuesday		226	10.4%	125
Family restaurant/steak house last 6 months: Ryan's		70	3.2%	87
Family restaurant/steak house last 6 months: Sizzler		80	3.7%	120
Family restaurant/steak house last 6 months: T.G.I. Friday's		257	11.8%	115
Went to fast food/drive-in restaurant in last 6 months		1,968	90.6%	102
Went to fast food/drive-in restaurant <6 times/month		730	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/month		643	29.6%	103
Went to fast food/drive-in restaurant 14+ times/month		594	27.4%	110
Fast food/drive-in last 6 months: breakfast		653	30.1%	110
Fast food/drive-in last 6 months: lunch		1,374	63.3%	108
Fast food/drive-in last 6 months: snack		390	18.0%	103
Fast food/drive-in last 6 months: dinner		1,139	52.5%	109

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,523	70.2%	106
Fast food/drive-in last 6 months: weekend	1,110	51.1%	106
Fast food/drive-in last 6 months: A & W	111	5.1%	113
Fast food/drive-in last 6 months: Arby's	514	23.7%	116
Fast food/drive-in last 6 months: Boston Market	113	5.2%	109
Fast food/drive-in last 6 months: Burger King	794	36.6%	102
Fast food/drive-in last 6 months: Captain D's	100	4.6%	91
Fast food/drive-in last 6 months: Carl's Jr.	165	7.6%	119
Fast food/drive-in last 6 months: Checkers	66	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	430	19.8%	154
Fast food/drive-in last 6 months: Chipotle Mex. Grill	166	7.6%	124
Fast food/drive-in last 6 months: Chuck E. Cheese	104	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	98	4.5%	105
Fast food/drive-in last 6 months: Dairy Queen	403	18.6%	117
Fast food/drive-in last 6 months: Del Taco	81	3.7%	109
Fast food/drive-in last 6 months: Domino's Pizza	298	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	207	9.5%	83
Fast food/drive-in last 6 months: Fuddruckers	89	4.1%	145
Fast food/drive-in last 6 months: Hardee's	135	6.2%	93
Fast food/drive-in last 6 months: Jack in the Box	270	12.4%	118
Fast food/drive-in last 6 months: KFC	591	27.2%	99
Fast food/drive-in last 6 months: Little Caesars	182	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	134	6.2%	99
Fast food/drive-in last 6 months: McDonald's	1,258	57.9%	104
Fast food/drive-in last 6 months: Panera Bread	237	10.9%	112
Fast food/drive-in last 6 months: Papa John's	260	12.0%	138
Fast food/drive-in last 6 months: Pizza Hut	483	22.2%	101
Fast food/drive-in last 6 months: Popeyes	173	8.0%	109
Fast food/drive-in last 6 months: Quiznos	260	12.0%	132
Fast food/drive-in last 6 months: Sonic Drive-In	328	15.1%	128
Fast food/drive-in last 6 months: Starbucks	399	18.4%	122
Fast food/drive-in last 6 months: Steak n Shake	138	6.4%	127
Fast food/drive-in last 6 months: Subway	741	34.1%	108
Fast food/drive-in last 6 months: Taco Bell	792	36.5%	114
Fast food/drive-in last 6 months: Wendy's	716	33.0%	106
Fast food/drive-in last 6 months: Whataburger	129	5.9%	122
Fast food/drive-in last 6 months: White Castle	81	3.7%	94
Fast food/drive-in last 6 months: eat in	814	37.5%	100
Fast food/drive-in last 6 months: home delivery	267	12.3%	118
Fast food/drive-in last 6 months: take-out/drive-thru	1,247	57.4%	110
Fast food/drive-in last 6 months: take-out/walk-in	530	24.4%	99

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Demographic Summary		2011	2016
Population		28,745	30,027
Population 18+		21,406	22,419
Households		10,902	11,428
Median Household Income		\$54,254	\$60,461
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	16,632	77.7%	108
Family restaurant/steak house last month: <2 times	5,560	26.0%	101
Family restaurant/steak house last month: 2-4 times	6,169	28.8%	107
Family restaurant/steak house last month: 5+ times	4,903	22.9%	118
Family restaurant/steak house last 6 months: breakfast	3,210	15.0%	114
Family restaurant/steak house last 6 months: lunch	5,700	26.6%	107
Family restaurant/steak house last 6 months: snack	559	2.6%	93
Family restaurant/steak house last 6 months: dinner	12,838	60.0%	114
Family restaurant/steak house last 6 months: weekday	9,098	42.5%	111
Family restaurant/steak house last 6 months: weekend	10,854	50.7%	114
Family restaurant/steak house last 6 months: Applebee's	6,457	30.2%	120
Family restaurant/steak house last 6 months: Bennigan's	636	3.0%	134
Family restaurant/steak house last 6 months: Bob Evans Farm	992	4.6%	103
Family restaurant/steak house last 6 months: Cheesecake Factory	1,489	7.0%	104
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,193	14.9%	128
Family restaurant/steak house last 6 months: Cracker Barrel	2,777	13.0%	118
Family restaurant/steak house last 6 months: Denny's	2,090	9.8%	108
Family restaurant/steak house last 6 months: Friendly's	698	3.3%	83
Family restaurant/steak house last 6 months: Golden Corral	1,911	8.9%	124
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,021	14.1%	121
Family restaurant/steak house last 6 months: Lone Star Steakhouse	708	3.3%	123
Family restaurant/steak house last 6 months: Old Country Buffet	608	2.8%	101
Family restaurant/steak house last 6 months: Olive Garden	4,648	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	2,917	13.6%	119
Family restaurant/steak house last 6 months: Perkins	857	4.0%	111
Family restaurant/steak house last 6 months: Red Lobster	3,237	15.1%	113
Family restaurant/steak house last 6 months: Red Robin	1,628	7.6%	135
Family restaurant/steak house last 6 months: Ruby Tuesday	2,112	9.9%	119
Family restaurant/steak house last 6 months: Ryan's	681	3.2%	85
Family restaurant/steak house last 6 months: Sizzler	671	3.1%	103
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,477	11.6%	112
Went to fast food/drive-in restaurant in last 6 months	19,581	91.5%	103
Went to fast food/drive-in restaurant <6 times/month	7,277	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	6,384	29.8%	104
Went to fast food/drive-in restaurant 14+ times/month	5,920	27.7%	111
Fast food/drive-in last 6 months: breakfast	6,465	30.2%	110
Fast food/drive-in last 6 months: lunch	13,539	63.2%	108
Fast food/drive-in last 6 months: snack	3,789	17.7%	102
Fast food/drive-in last 6 months: dinner	11,427	53.4%	111

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	15,104	70.6%	106
Fast food/drive-in last 6 months: weekend	11,144	52.1%	108
Fast food/drive-in last 6 months: A & W	1,058	4.9%	109
Fast food/drive-in last 6 months: Arby's	5,217	24.4%	119
Fast food/drive-in last 6 months: Boston Market	1,128	5.3%	110
Fast food/drive-in last 6 months: Burger King	8,027	37.5%	104
Fast food/drive-in last 6 months: Captain D's	1,041	4.9%	96
Fast food/drive-in last 6 months: Carl's Jr.	1,265	5.9%	93
Fast food/drive-in last 6 months: Checkers	690	3.2%	101
Fast food/drive-in last 6 months: Chick-fil-A	4,098	19.1%	148
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,591	7.4%	121
Fast food/drive-in last 6 months: Chuck E. Cheese	1,037	4.8%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,070	5.0%	117
Fast food/drive-in last 6 months: Dairy Queen	3,975	18.6%	117
Fast food/drive-in last 6 months: Del Taco	754	3.5%	103
Fast food/drive-in last 6 months: Domino's Pizza	3,167	14.8%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	2,018	9.4%	82
Fast food/drive-in last 6 months: Fuddruckers	815	3.8%	135
Fast food/drive-in last 6 months: Hardee's	1,364	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	2,615	12.2%	116
Fast food/drive-in last 6 months: KFC	6,171	28.8%	105
Fast food/drive-in last 6 months: Little Caesars	2,061	9.6%	132
Fast food/drive-in last 6 months: Long John Silver's	1,461	6.8%	109
Fast food/drive-in last 6 months: McDonald's	12,726	59.5%	107
Fast food/drive-in last 6 months: Panera Bread	2,265	10.6%	109
Fast food/drive-in last 6 months: Papa John's	2,610	12.2%	140
Fast food/drive-in last 6 months: Pizza Hut	5,188	24.2%	110
Fast food/drive-in last 6 months: Popeyes	1,831	8.6%	117
Fast food/drive-in last 6 months: Quiznos	2,408	11.2%	124
Fast food/drive-in last 6 months: Sonic Drive-In	3,131	14.6%	124
Fast food/drive-in last 6 months: Starbucks	3,672	17.2%	114
Fast food/drive-in last 6 months: Steak n Shake	1,367	6.4%	127
Fast food/drive-in last 6 months: Subway	7,403	34.6%	109
Fast food/drive-in last 6 months: Taco Bell	7,948	37.1%	116
Fast food/drive-in last 6 months: Wendy's	7,369	34.4%	111
Fast food/drive-in last 6 months: Whataburger	1,384	6.5%	133
Fast food/drive-in last 6 months: White Castle	776	3.6%	91
Fast food/drive-in last 6 months: eat in	8,036	37.5%	100
Fast food/drive-in last 6 months: home delivery	2,815	13.2%	126
Fast food/drive-in last 6 months: take-out/drive-thru	12,587	58.8%	113
Fast food/drive-in last 6 months: take-out/walk-in	5,339	24.9%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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April 19, 2013

Made with Esri Business Analyst



Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Demographic Summary		2011	2016
Population		75,059	78,114
Population 18+		56,414	58,940
Households		29,355	30,653
Median Household Income		\$53,579	\$60,050
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	43,863	77.8%	108
Family restaurant/steak house last month: <2 times	14,688	26.0%	102
Family restaurant/steak house last month: 2-4 times	16,397	29.1%	108
Family restaurant/steak house last month: 5+ times	12,776	22.6%	117
Family restaurant/steak house last 6 months: breakfast	8,520	15.1%	115
Family restaurant/steak house last 6 months: lunch	15,067	26.7%	108
Family restaurant/steak house last 6 months: snack	1,466	2.6%	93
Family restaurant/steak house last 6 months: dinner	33,864	60.0%	114
Family restaurant/steak house last 6 months: weekday	24,394	43.2%	113
Family restaurant/steak house last 6 months: weekend	28,544	50.6%	114
Family restaurant/steak house last 6 months: Applebee's	16,889	29.9%	119
Family restaurant/steak house last 6 months: Bennigan's	1,604	2.8%	128
Family restaurant/steak house last 6 months: Bob Evans Farm	2,834	5.0%	111
Family restaurant/steak house last 6 months: Cheesecake Factory	3,780	6.7%	101
Family restaurant/steak house last 6 months: Chili's Grill & Bar	7,861	13.9%	120
Family restaurant/steak house last 6 months: Cracker Barrel	7,325	13.0%	118
Family restaurant/steak house last 6 months: Denny's	5,333	9.5%	104
Family restaurant/steak house last 6 months: Friendly's	2,068	3.7%	93
Family restaurant/steak house last 6 months: Golden Corral	4,707	8.3%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	7,486	13.3%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,882	3.3%	124
Family restaurant/steak house last 6 months: Old Country Buffet	1,629	2.9%	103
Family restaurant/steak house last 6 months: Olive Garden	12,267	21.7%	123
Family restaurant/steak house last 6 months: Outback Steakhouse	7,560	13.4%	117
Family restaurant/steak house last 6 months: Perkins	2,375	4.2%	117
Family restaurant/steak house last 6 months: Red Lobster	8,348	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	4,225	7.5%	133
Family restaurant/steak house last 6 months: Ruby Tuesday	5,481	9.7%	117
Family restaurant/steak house last 6 months: Ryan's	1,685	3.0%	80
Family restaurant/steak house last 6 months: Sizzler	1,591	2.8%	92
Family restaurant/steak house last 6 months: T.G.I. Friday's	6,580	11.7%	113
Went to fast food/drive-in restaurant in last 6 months	51,616	91.5%	103
Went to fast food/drive-in restaurant <6 times/month	19,444	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/month	17,005	30.1%	105
Went to fast food/drive-in restaurant 14+ times/month	15,167	26.9%	108
Fast food/drive-in last 6 months: breakfast	16,885	29.9%	109
Fast food/drive-in last 6 months: lunch	35,899	63.6%	108
Fast food/drive-in last 6 months: snack	9,952	17.6%	101
Fast food/drive-in last 6 months: dinner	30,047	53.3%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851

Longitude: -84.22155

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	40,171	71.2%	107
Fast food/drive-in last 6 months: weekend	29,121	51.6%	107
Fast food/drive-in last 6 months: A & W	2,786	4.9%	109
Fast food/drive-in last 6 months: Arby's	13,835	24.5%	120
Fast food/drive-in last 6 months: Boston Market	2,891	5.1%	107
Fast food/drive-in last 6 months: Burger King	21,665	38.4%	107
Fast food/drive-in last 6 months: Captain D's	2,553	4.5%	89
Fast food/drive-in last 6 months: Carl's Jr.	3,037	5.4%	85
Fast food/drive-in last 6 months: Checkers	1,731	3.1%	96
Fast food/drive-in last 6 months: Chick-fil-A	9,906	17.6%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,075	7.2%	117
Fast food/drive-in last 6 months: Chuck E. Cheese	2,671	4.7%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,435	4.3%	101
Fast food/drive-in last 6 months: Dairy Queen	10,665	18.9%	120
Fast food/drive-in last 6 months: Del Taco	1,759	3.1%	91
Fast food/drive-in last 6 months: Domino's Pizza	7,958	14.1%	105
Fast food/drive-in last 6 months: Dunkin' Donuts	6,062	10.7%	93
Fast food/drive-in last 6 months: Fuddruckers	2,045	3.6%	128
Fast food/drive-in last 6 months: Hardee's	3,585	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	6,144	10.9%	103
Fast food/drive-in last 6 months: KFC	16,107	28.6%	104
Fast food/drive-in last 6 months: Little Caesars	5,003	8.9%	121
Fast food/drive-in last 6 months: Long John Silver's	3,697	6.6%	105
Fast food/drive-in last 6 months: McDonald's	33,485	59.4%	107
Fast food/drive-in last 6 months: Panera Bread	6,344	11.2%	115
Fast food/drive-in last 6 months: Papa John's	6,363	11.3%	130
Fast food/drive-in last 6 months: Pizza Hut	13,413	23.8%	108
Fast food/drive-in last 6 months: Popeyes	4,271	7.6%	104
Fast food/drive-in last 6 months: Quiznos	6,135	10.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	7,483	13.3%	113
Fast food/drive-in last 6 months: Starbucks	9,322	16.5%	110
Fast food/drive-in last 6 months: Steak n Shake	3,523	6.2%	124
Fast food/drive-in last 6 months: Subway	19,580	34.7%	110
Fast food/drive-in last 6 months: Taco Bell	20,531	36.4%	114
Fast food/drive-in last 6 months: Wendy's	19,513	34.6%	112
Fast food/drive-in last 6 months: Whataburger	3,065	5.4%	112
Fast food/drive-in last 6 months: White Castle	2,222	3.9%	99
Fast food/drive-in last 6 months: eat in	21,329	37.8%	101
Fast food/drive-in last 6 months: home delivery	6,840	12.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	33,210	58.9%	113
Fast food/drive-in last 6 months: take-out/walk-in	14,149	25.1%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

Latitude: 39.08851

Longitude: -84.22155

Tapestry Segment	Green Bar (%)	Blue Bar (%)
33. Midlife Junction	15	25
65. Social Security Set	12	5
28. Aspiring Young Families	27	22
07. Exurbanites	28	25
12. Up and Coming Families	30	40

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

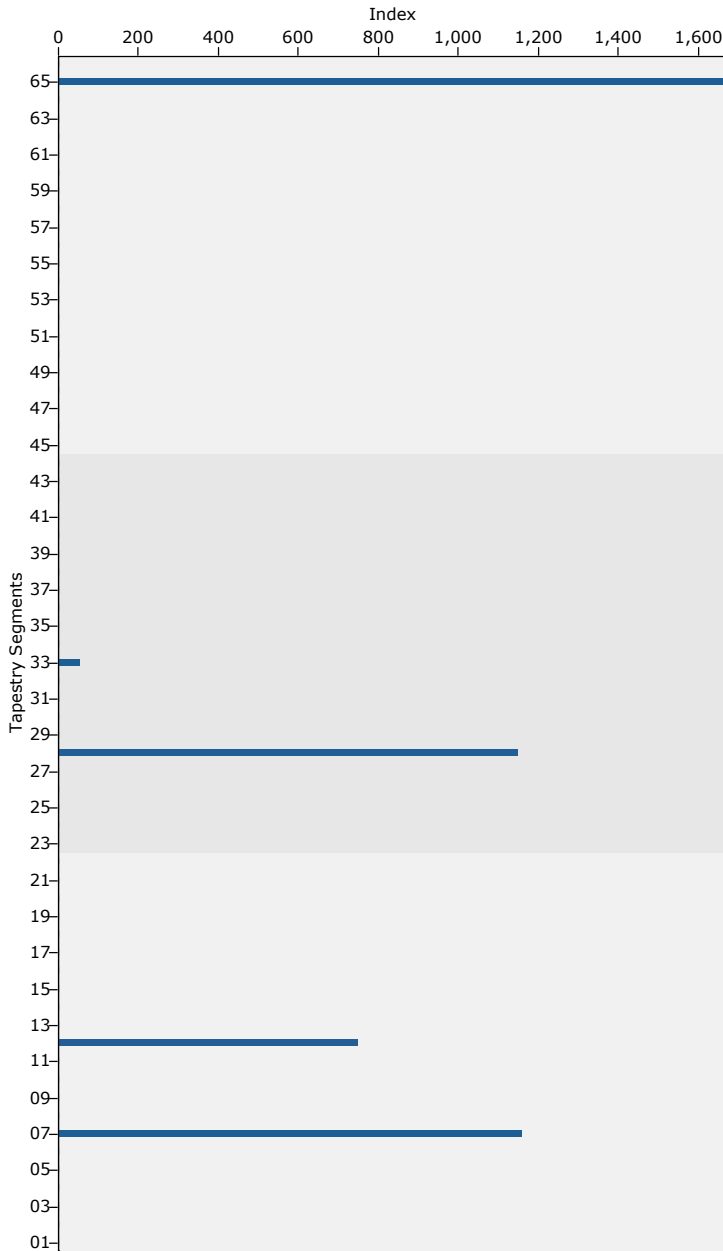
Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

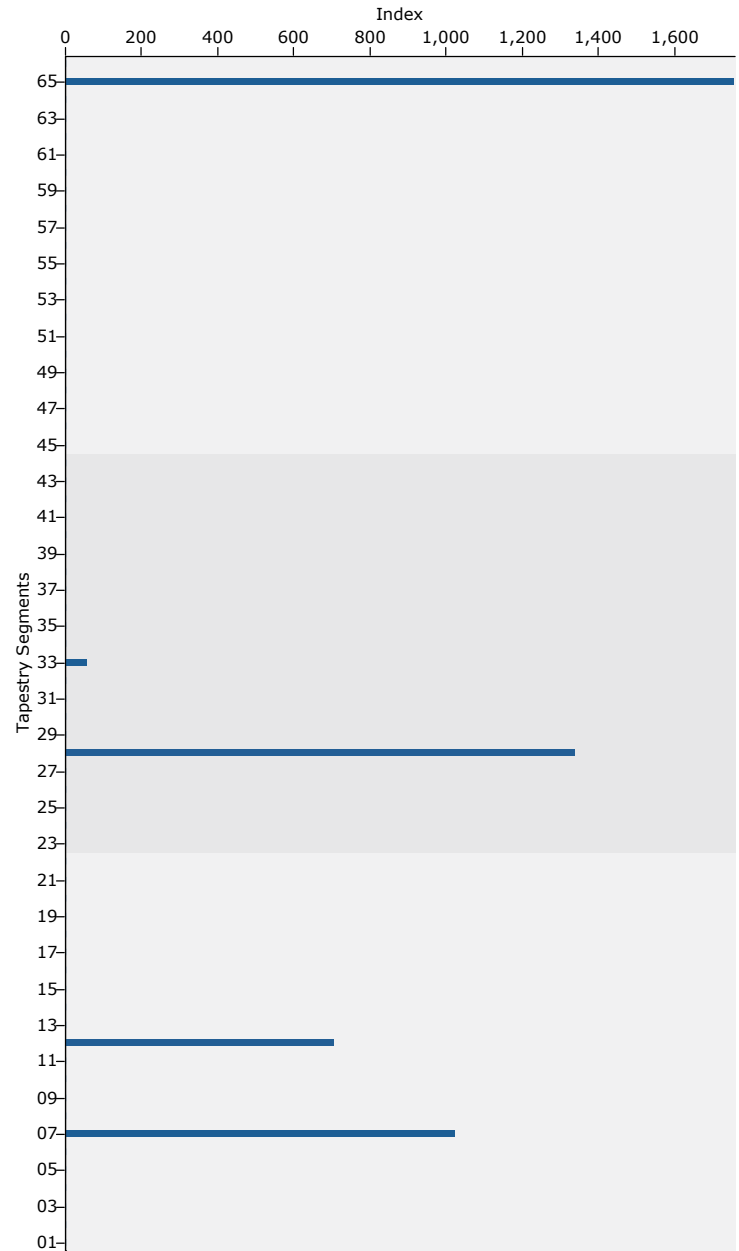
www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,091	100.0%		2,964	100.0%	
L1. High Society	312	28.6%	228	745	25.1%	184
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	312	28.6%	1161	745	25.1%	1027
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	135	12.4%	98	279	9.4%	88
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	135	12.4%	1675	279	9.4%	1759
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,091	100.0%		2,964	100.0%	
L7. High Hopes	294	26.9%	667	915	30.9%	803
28 Aspiring Young Families	294	26.9%	1152	915	30.9%	1342
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	334	30.6%	346	985	33.2%	319
12 Up and Coming Families	334	30.6%	753	985	33.2%	711
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	16	1.5%	18	40	1.3%	18
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	16	1.5%	59	40	1.3%	59
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz
Latitude: 39.08851
Longitude: -84.22155

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,091	100.0%		2,964	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	135	12.4%	257	279	9.4%	173
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	135	12.4%	1675	279	9.4%	1759
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	294	26.9%	244	915	30.9%	307
28 Aspiring Young Families	294	26.9%	1152	915	30.9%	1342
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,091	100.0%		2,964	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	646	59.2%	367	1,730	58.4%	352
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	312	28.6%	1161	745	25.1%	1027
12 Up and Coming Families	334	30.6%	753	985	33.2%	711
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	16	1.5%	16	40	1.3%	16
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	16	1.5%	59	40	1.3%	59
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

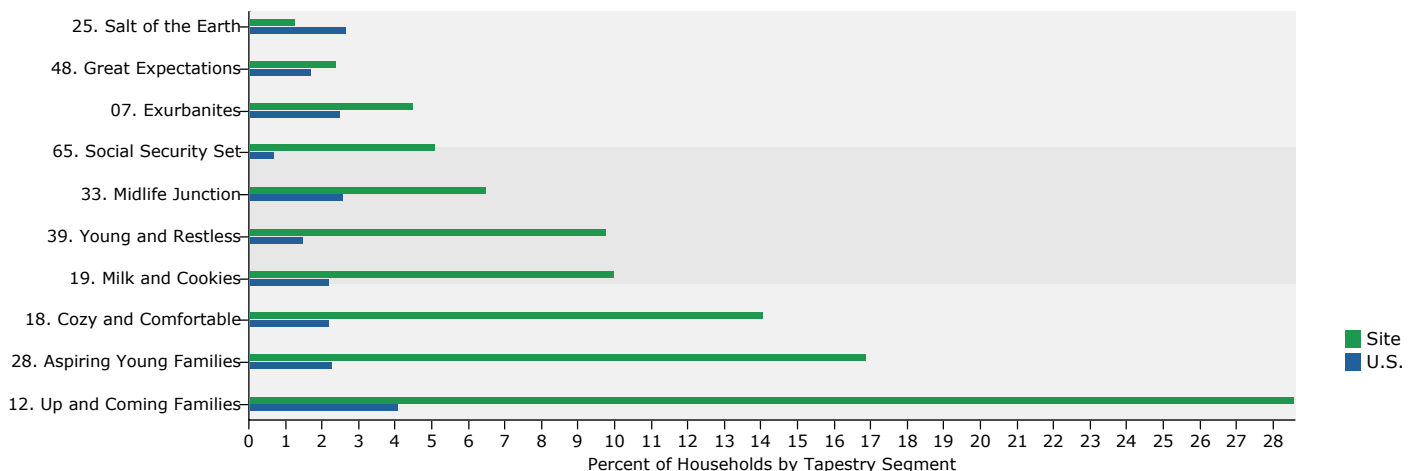
SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	28.6%	28.6%	4.1%	4.1%	698
2	28. Aspiring Young Families	16.9%	45.5%	2.3%	6.4%	735
3	18. Cozy and Comfortable	14.1%	59.6%	2.2%	8.6%	641
4	19. Milk and Cookies	10.0%	69.6%	2.2%	10.8%	455
5	39. Young and Restless	9.8%	79.4%	1.5%	12.3%	653
Subtotal		79.4%		12.3%		
6	33. Midlife Junction	6.5%	85.9%	2.6%	14.9%	250
7	65. Social Security Set	5.1%	91.0%	0.7%	15.6%	729
8	07. Exurbanites	4.5%	95.5%	2.5%	18.1%	180
9	48. Great Expectations	2.4%	97.9%	1.7%	19.8%	141
10	25. Salt of the Earth	1.3%	99.2%	2.7%	22.5%	48
Subtotal		19.8%		10.2%		
11	17. Green Acres	0.4%	99.6%	3.1%	25.6%	13
12	24. Main Street, USA	0.3%	99.9%	2.2%	27.8%	14
Subtotal		0.7%		5.3%		
Total		99.9%		27.8%		359

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

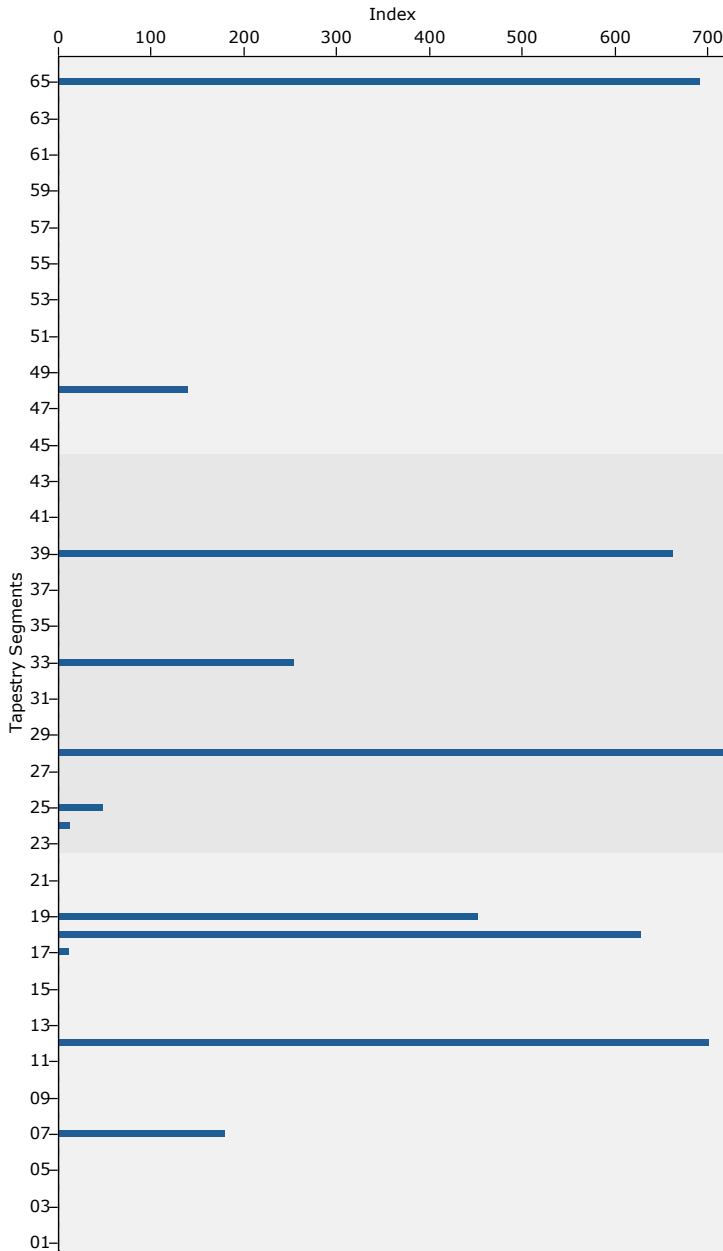
Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

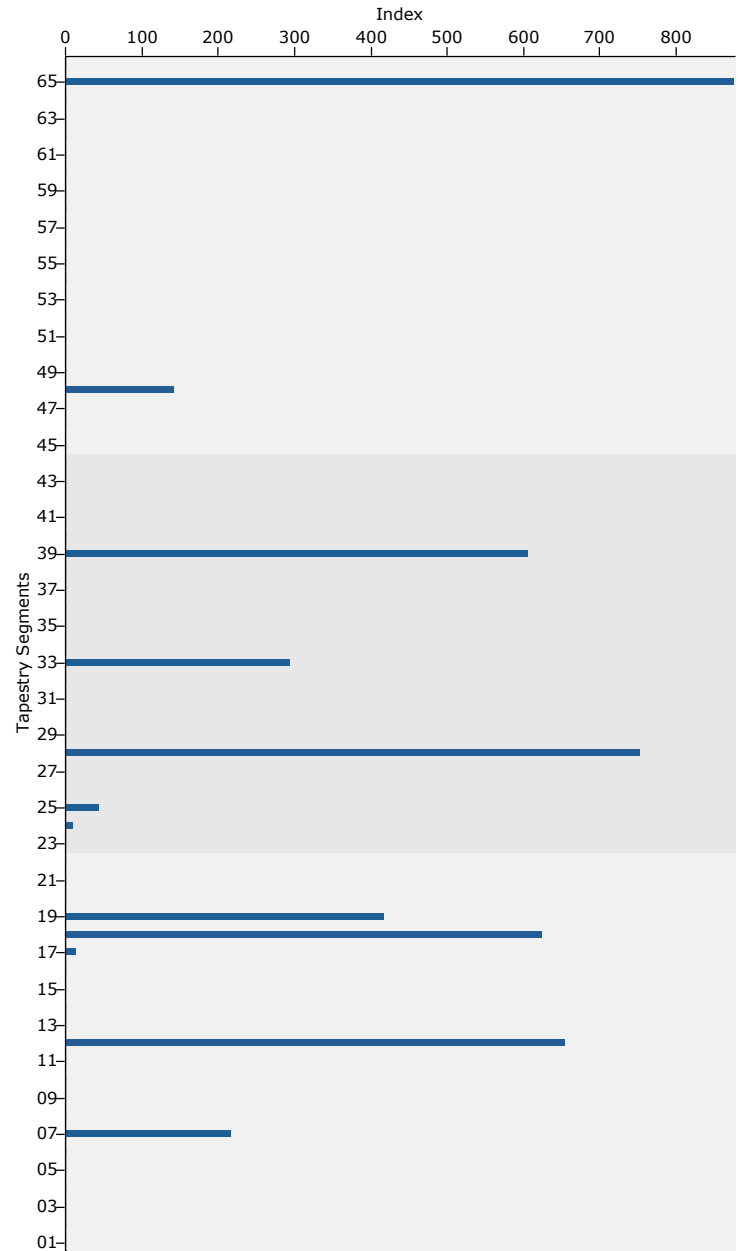
www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,901	100.0%		28,745	100.0%	
L1. High Society	486	4.5%	35	1,531	5.3%	39
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	486	4.5%	181	1,531	5.3%	218
L2. Upscale Avenues	1,579	14.5%	109	4,100	14.3%	109
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	43	0.4%	13	140	0.5%	15
18 Cozy and Comfortable	1,536	14.1%	630	3,960	13.8%	625
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,069	9.8%	134	2,029	7.1%	128
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	1,069	9.8%	664	2,029	7.1%	607
L5. Senior Styles	559	5.1%	41	1,351	4.7%	44
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	5.1%	693	1,351	4.7%	877
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,901	100.0%		28,745	100.0%	
L7. High Hopes	2,102	19.3%	477	5,625	19.6%	509
28 Aspiring Young Families	1,840	16.9%	722	4,982	17.3%	754
48 Great Expectations	262	2.4%	141	643	2.2%	145
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	4,213	38.6%	437	11,755	40.9%	392
12 Up and Coming Families	3,118	28.6%	703	8,803	30.6%	655
19 Milk and Cookies	1,095	10.0%	454	2,952	10.3%	420
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	746	6.8%	85	2,008	7.0%	91
24 Main Street, USA	35	0.3%	14	77	0.3%	12
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	711	6.5%	256	1,931	6.7%	295
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	147	1.3%	14	346	1.2%	13
25 Salt of the Earth	147	1.3%	50	346	1.2%	46
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,901	100.0%		28,745	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	559	5.1%	107	1,351	4.7%	86
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	5.1%	693	1,351	4.7%	877
U3. Metro Cities I	1,095	10.0%	83	2,952	10.3%	84
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,095	10.0%	454	2,952	10.3%	420
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,909	26.7%	242	7,011	24.4%	243
28 Aspiring Young Families	1,840	16.9%	722	4,982	17.3%	754
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	1,069	9.8%	664	2,029	7.1%	607
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	297	2.7%	26	720	2.5%	22
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	35	0.3%	14	77	0.3%	12
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	262	2.4%	141	643	2.2%	145

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,901	100.0%		28,745	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	3,604	33.1%	205	10,334	36.0%	217
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	486	4.5%	181	1,531	5.3%	218
12 Up and Coming Families	3,118	28.6%	703	8,803	30.6%	655
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,247	20.6%	230	5,891	20.5%	246
18 Cozy and Comfortable	1,536	14.1%	630	3,960	13.8%	625
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	711	6.5%	256	1,931	6.7%	295
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	190	1.7%	16	486	1.7%	16
17 Green Acres	43	0.4%	13	140	0.5%	15
25 Salt of the Earth	147	1.3%	50	346	1.2%	46
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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April 19, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

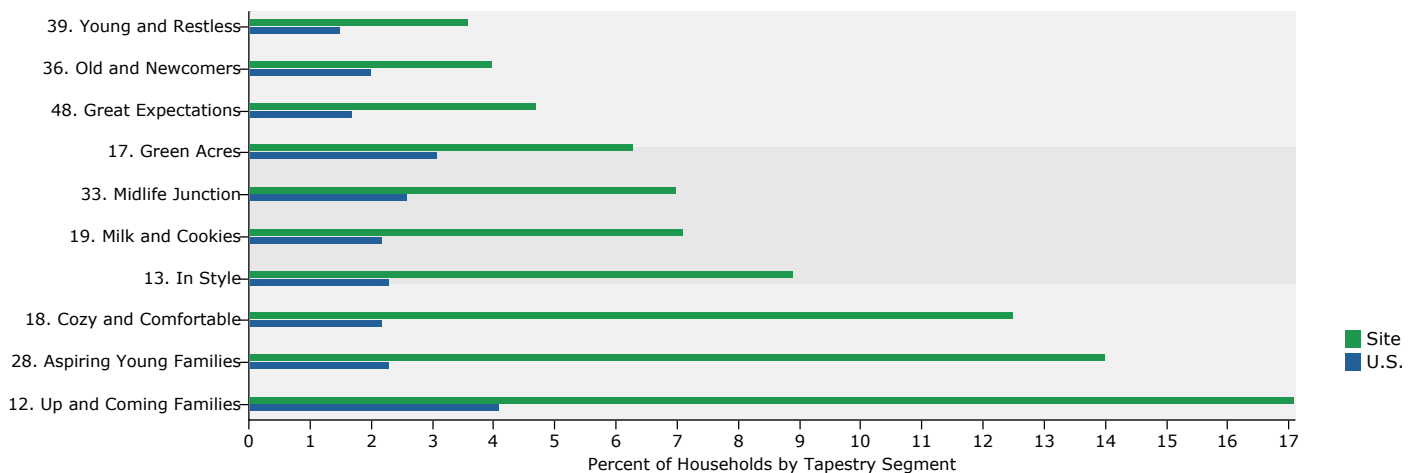
SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08851
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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	17.1%	17.1%	4.1%	4.1%	417
2	28. Aspiring Young Families	14.0%	31.1%	2.3%	6.4%	609
3	18. Cozy and Comfortable	12.5%	43.6%	2.2%	8.6%	568
4	13. In Style	8.9%	52.5%	2.3%	10.9%	387
5	19. Milk and Cookies	7.1%	59.6%	2.2%	13.1%	323
Subtotal		59.6%		13.1%		
6	33. Midlife Junction	7.0%	66.6%	2.6%	15.7%	269
7	17. Green Acres	6.3%	72.9%	3.1%	18.8%	203
8	48. Great Expectations	4.7%	77.6%	1.7%	20.5%	276
9	36. Old and Newcomers	4.0%	81.6%	2.0%	22.5%	200
10	39. Young and Restless	3.6%	85.2%	1.5%	24.0%	240
Subtotal		25.6%		10.9%		
11	07. Exurbanites	3.5%	88.7%	2.5%	26.5%	140
12	04. Boomburbs	2.4%	91.1%	2.4%	28.9%	100
13	06. Sophisticated Squires	2.0%	93.1%	2.5%	31.4%	80
14	65. Social Security Set	1.9%	95.0%	0.7%	32.1%	257
15	57. Simple Living	1.6%	96.6%	1.4%	33.5%	114
Subtotal		11.4%		9.5%		
16	25. Salt of the Earth	1.3%	97.9%	2.7%	36.2%	48
17	24. Main Street, USA	0.9%	98.8%	2.2%	38.4%	41
18	29. Rustbelt Retirees	0.8%	99.6%	2.0%	40.4%	40
19	41. Crossroads	0.4%	100.0%	1.4%	41.8%	29
Subtotal		3.4%		8.3%		
Total		100.0%		41.8%		239

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

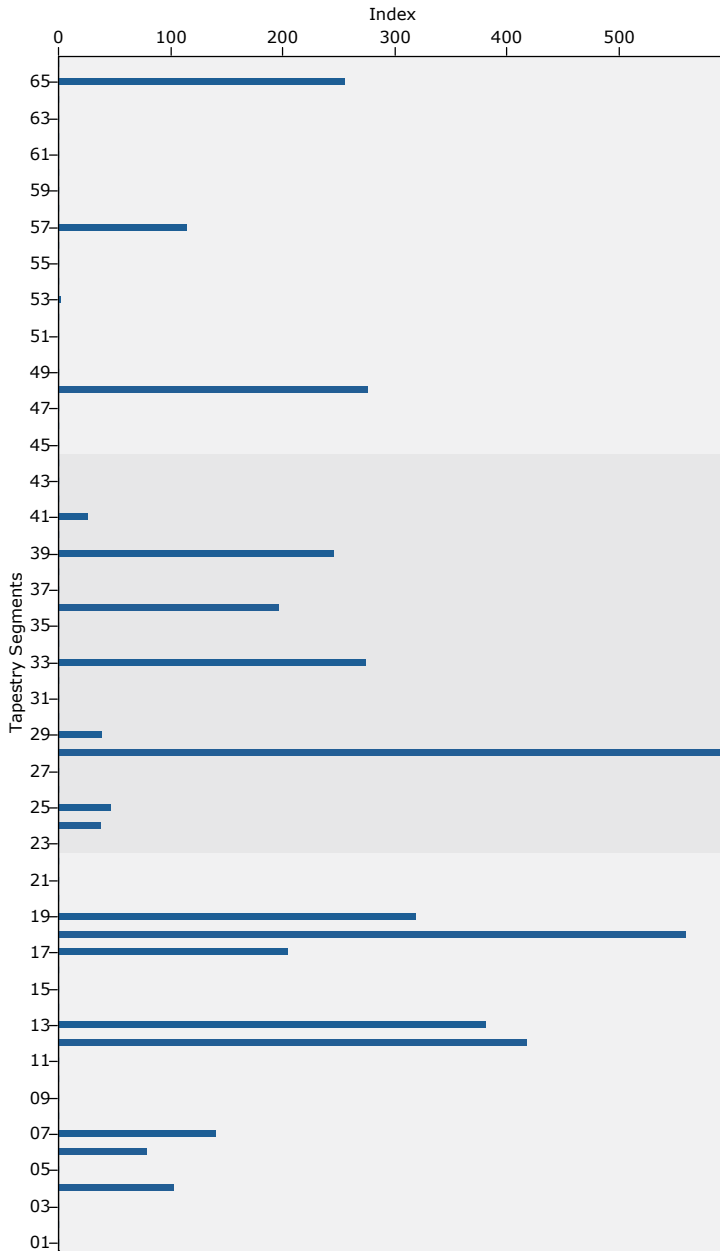
Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

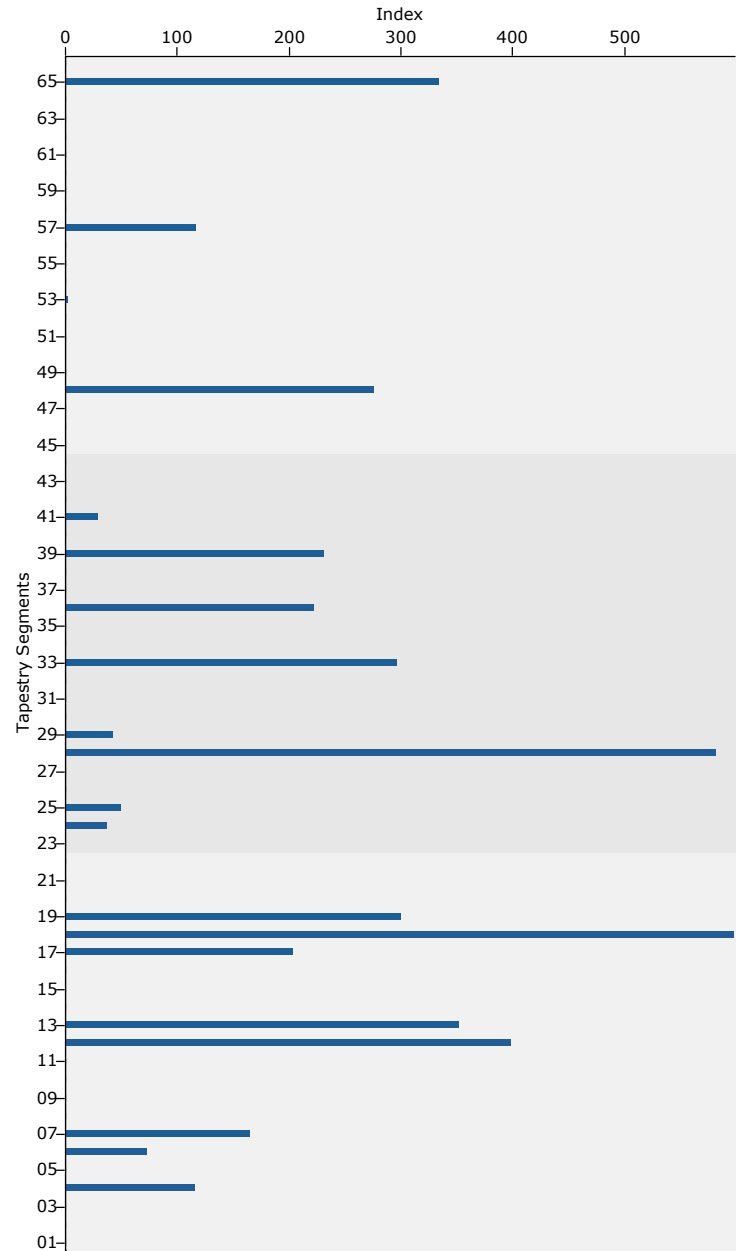
www.clermontcountyohio.biz

Latitude: 39.08851
Longitude: -84.22155

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
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Latitude: 39.08851
Longitude: -84.22155

Tapestry LifeMode Groups		2011 Households			2011 Population		
		Number	Percent	Index	Number	Percent	Index
Total:		29,355	100.0%		75,059	100.0%	
L1. High Society		2,322	7.9%	63	7,022	9.4%	69
01 Top Rung		0	0.0%	0	0	0.0%	0
02 Suburban Splendor		0	0.0%	0	0	0.0%	0
03 Connoisseurs		0	0.0%	0	0	0.0%	0
04 Boomburbs		716	2.4%	104	2,421	3.2%	117
05 Wealthy Seaboard Suburbs		0	0.0%	0	0	0.0%	0
06 Sophisticated Squires		582	2.0%	80	1,548	2.1%	75
07 Exurbanites		1,024	3.5%	142	3,053	4.1%	166
L2. Upscale Avenues		8,128	27.7%	209	20,434	27.2%	208
09 Urban Chic		0	0.0%	0	0	0.0%	0
10 Pleasant-Ville		0	0.0%	0	0	0.0%	0
11 Pacific Heights		0	0.0%	0	0	0.0%	0
13 In Style		2,598	8.9%	382	5,635	7.5%	353
16 Enterprising Professionals		0	0.0%	0	0	0.0%	0
17 Green Acres		1,858	6.3%	205	4,888	6.5%	205
18 Cozy and Comfortable		3,672	12.5%	560	9,911	13.2%	599
L3. Metropolis		0	0.0%	0	0	0.0%	0
20 City Lights		0	0.0%	0	0	0.0%	0
22 Metropolitans		0	0.0%	0	0	0.0%	0
45 City Strivers		0	0.0%	0	0	0.0%	0
51 Metro City Edge		0	0.0%	0	0	0.0%	0
54 Urban Rows		0	0.0%	0	0	0.0%	0
62 Modest Income Homes		0	0.0%	0	0	0.0%	0
L4. Solo Acts		2,248	7.7%	105	4,685	6.2%	113
08 Laptops and Lattes		0	0.0%	0	0	0.0%	0
23 Trendsetters		0	0.0%	0	0	0.0%	0
27 Metro Renters		0	0.0%	0	0	0.0%	0
36 Old and Newcomers		1,179	4.0%	198	2,656	3.5%	223
39 Young and Restless		1,069	3.6%	247	2,029	2.7%	233
L5. Senior Styles		1,270	4.3%	34	2,993	4.0%	37
14 Prosperous Empty Nesters		0	0.0%	0	0	0.0%	0
15 Silver and Gold		0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees		233	0.8%	40	591	0.8%	44
30 Retirement Communities		0	0.0%	0	0	0.0%	0
43 The Elders		0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers		0	0.0%	0	0	0.0%	0
50 Heartland Communities		8	0.0%	1	13	0.0%	1
57 Simple Living		470	1.6%	115	1,038	1.4%	118
65 Social Security Set		559	1.9%	257	1,351	1.8%	336
L6. Scholars & Patriots		0	0.0%	0	0	0.0%	0
40 Military Proximity		0	0.0%	0	0	0.0%	0
55 College Towns		0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas		0	0.0%	0	0	0.0%	0

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ECONOMIC DEVELOPMENT

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	29,355	100.0%		75,059	100.0%	
L7. High Hopes	5,482	18.7%	462	13,276	17.7%	460
28 Aspiring Young Families	4,099	14.0%	597	10,059	13.4%	583
48 Great Expectations	1,383	4.7%	277	3,217	4.3%	277
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	7,084	24.1%	273	19,563	26.1%	250
12 Up and Coming Families	5,005	17.1%	419	14,039	18.7%	400
19 Milk and Cookies	2,079	7.1%	320	5,524	7.4%	301
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	2,318	7.9%	98	5,714	7.6%	99
24 Main Street, USA	257	0.9%	39	631	0.8%	38
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,061	7.0%	275	5,083	6.8%	298
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	386	1.3%	14	1,021	1.4%	15
25 Salt of the Earth	373	1.3%	48	981	1.3%	50
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	13	0.0%	3	40	0.1%	4
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	117	0.4%	5	351	0.5%	5
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	117	0.4%	27	351	0.5%	30
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz
Latitude: 39.08851
Longitude: -84.22155

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	29,355	100.0%		75,059	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	559	1.9%	40	1,351	1.8%	33
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	1.9%	257	1,351	1.8%	336
U3. Metro Cities I	2,079	7.1%	58	5,524	7.4%	60
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,079	7.1%	320	5,524	7.4%	301
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	6,347	21.6%	196	14,744	19.6%	195
28 Aspiring Young Families	4,099	14.0%	597	10,059	13.4%	583
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,179	4.0%	198	2,656	3.5%	223
39 Young and Restless	1,069	3.6%	247	2,029	2.7%	233
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	2,356	8.0%	77	6,269	8.4%	75
04 Boomburbs	716	2.4%	104	2,421	3.2%	117
24 Main Street, USA	257	0.9%	39	631	0.8%	38
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,383	4.7%	277	3,217	4.3%	277

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

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		Number	Percent	Index	Number	Percent	Index
Total:		29,355	100.0%		75,059	100.0%	
U6. Urban Outskirts II							
		470	1.6%	31	1,038	1.4%	26
51	Metro City Edge	0	0.0%	0	0	0.0%	0
55	College Towns	0	0.0%	0	0	0.0%	0
57	Simple Living	470	1.6%	115	1,038	1.4%	118
59	Southwestern Families	0	0.0%	0	0	0.0%	0
62	Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I							
		9,209	31.4%	194	24,275	32.3%	195
02	Suburban Splendor	0	0.0%	0	0	0.0%	0
06	Sophisticated Squires	582	2.0%	80	1,548	2.1%	75
07	Exurbanites	1,024	3.5%	142	3,053	4.1%	166
12	Up and Coming Families	5,005	17.1%	419	14,039	18.7%	400
13	In Style	2,598	8.9%	382	5,635	7.5%	353
14	Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15	Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II							
		5,979	20.4%	227	15,625	20.8%	250
18	Cozy and Comfortable	3,672	12.5%	560	9,911	13.2%	599
29	Rustbelt Retirees	233	0.8%	40	591	0.8%	44
33	Midlife Junction	2,061	7.0%	275	5,083	6.8%	298
40	Military Proximity	0	0.0%	0	0	0.0%	0
43	The Elders	0	0.0%	0	0	0.0%	0
53	Home Town	13	0.0%	3	40	0.1%	4
U9. Small Towns							
		125	0.4%	9	364	0.5%	11
41	Crossroads	117	0.4%	27	351	0.5%	30
49	Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50	Heartland Communities	8	0.0%	1	13	0.0%	1
U10. Rural I							
		2,231	7.6%	71	5,869	7.8%	74
17	Green Acres	1,858	6.3%	205	4,888	6.5%	205
25	Salt of the Earth	373	1.3%	48	981	1.3%	50
26	Midland Crowd	0	0.0%	0	0	0.0%	0
31	Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II							
		0	0.0%	0	0	0.0%	0
37	Prairie Living	0	0.0%	0	0	0.0%	0
42	Southern Satellites	0	0.0%	0	0	0.0%	0
46	Rooted Rural	0	0.0%	0	0	0.0%	0
56	Rural Bypasses	0	0.0%	0	0	0.0%	0
66	Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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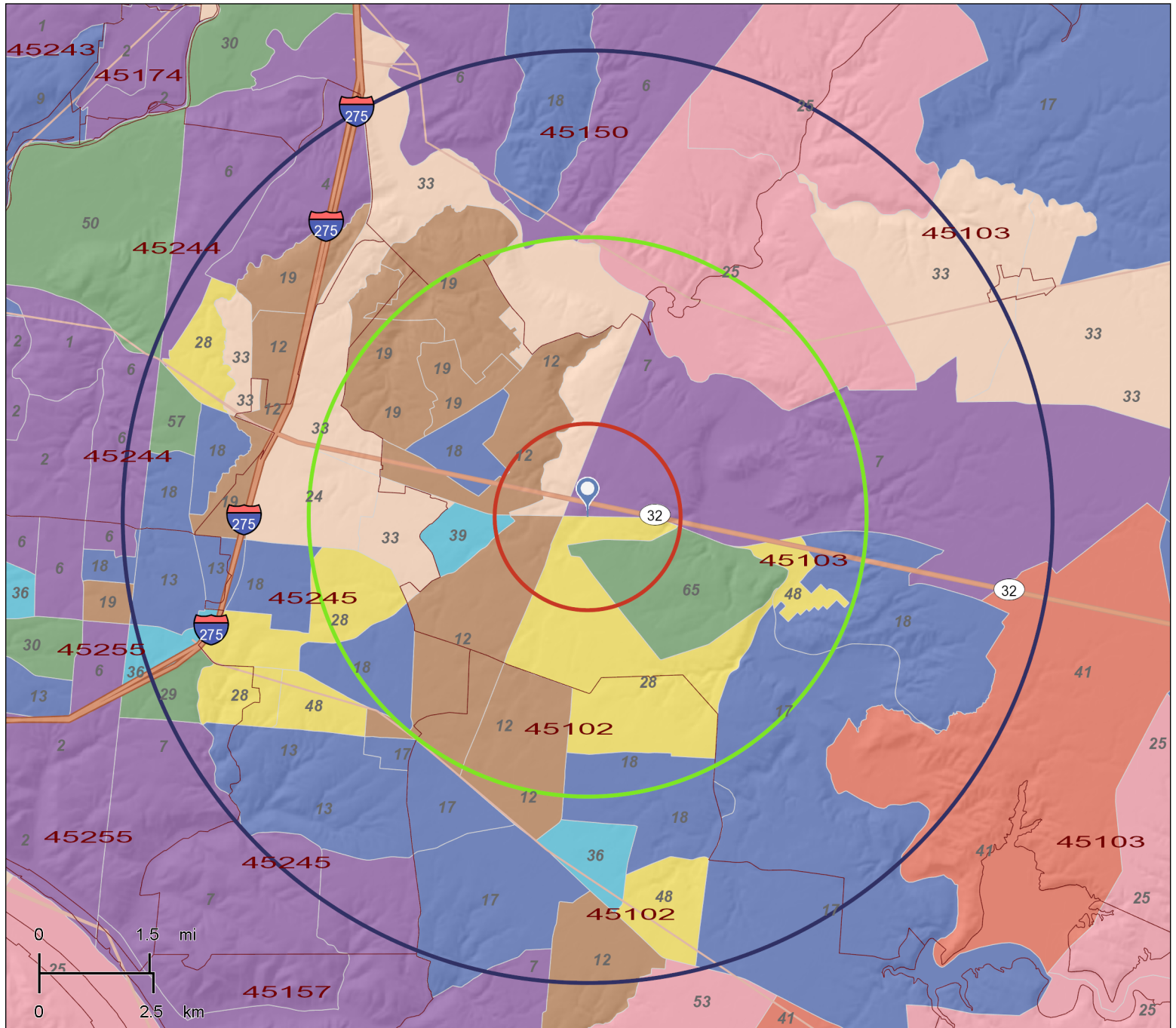
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Dominant Tapestry Site Map

SR 32/Olive Branch-Stonelick
STHY 32, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

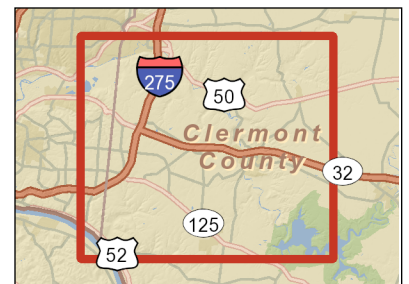
www.clermontcountyohio.biz

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Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

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Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

April 19, 2013